PRINTERS' INK

A JOURNAL FOR ADVERTISERS

185 Madison Avenue, New York City

VOL. CXXVIII, No. 10 New York, September 4, 1924

10c A COPY



B. A. I. S. 1910 with N. W. Ayer & Son



Bringing back the iron pot

GLORIOUS were the days when the rafters of the stone-flagged kitchen rang to the hearty songs of hungry husbandmen . . . their senses all alert to the ravishing odors that wafted from the bigbellied iron pot sprawling the fireplace flames.

To-day, because of Griswold advertising, the iron pot again prevails in the kitchen. And the Griswold "Dutch Oven," evoking rich brown roasts and savory stews, has set housewives everywhere to equipping their kitchens with other sturdy Griswold utensils.

No accident that in the present advertising "GRISWOLD" stands out grim, sufficient. No accident that in the minds of the women of a nation The Griswold Mfg. Co., Erie, Pa., is inseverably fused with kitchen wares of solid worth.

N. W. AYER & SON

ADVERTISING HEADQUARTERS, PHILADELPHIA

NEW YORK

BOSTON

CHICAGO

SAN FRANCISCI



"I Want"

In every human being, is a voice whose refrain is: "I want."

"I want" performs magic in opening purse-strings. It turns the luxury into the necessity. It produces the purchase-price from nowhere. And it doesn't still until it wins.

If it weren't for "I want," where would the luxury product be? If it weren't for "I want," how would necessities ever extend their markets?

The most constructive thing any manufacturer can do is—create an attitude of "I want." The most constructive force in such a program is advertising—advertising hitched to an Interrupting Idea.

The above is an extract from "I want" in THE INTERRUPTING IDEA for September. Complete copies will be sent to executives upon application.



FEDERAL
ADVERTISING AGENCY, Inc.
SIX EAST THIRTY-NINTH ST., NEW YORK

Issued w Publisher June 29,

Vol. C

Big D

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PRINTERS' INK

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Vol. CXXVIII

NEW YORK, SEPTEMBER 4, 1924

No. 10

Big Outlet Offered Advertisers by Diversification of Retail Stocks

The One-Line Store, Plus, Now Proved Practical and Profitable

By G. A. Nichols

WHERE is there a retail store that is selling its customers all the lines they are willing to buy from it—goods they must have and that they are going to

get somewhere?

There is a real merchandising thought in this question that unquestionably offers a "right now" expansion opportunity to a long list of general advertisers. It has to do with the steady increase of related lines in the so-called one-line stores. Retailers are beginning to find out that they do not have enough things to sell. And the fact that it is difficult indeed to find an average store in which his condition does not prevail is what makes the opportunity.

The object of every dealer's advertising is to get people into his store. And that people respond to his efforts constitutes his main asset-the very source of his exstence. Many a dealer plods along making only a mere living out of his business because he realizes on this asset but partially, and does not develop and cultivate it. Because of the limitations of his stock he is able to sell his customers only a portion of their requirements. His loss is all the more serious because, if sufficient merchandise were in stock, he probably could make the additional sales without adding another penny to his present selling cost or general overhead. We all mow that when the sales in any business reach a figure large

enough to take ore of the overhead, every sale beyond that point that can be made without increasing the cost means gross profit has become net profit. When more sales involve an increase in selling cost the net of course has to be pulled down accordingly. But, to state in another way the question just asked: Where is there a store that cannot go quite a way beyond its present sales volume with its expense outlay remaining the same? The "just a little more" profit is what counts the most because it is all net. It is the cream-the part that is forced at the last when it seems as if all the milk has been obtained.

To get this kind of profit the retailer must have plenty of things to sell. If he is a grocer he must break out of the limitations forced upon him by custom which decrees, with faulty reasoning behind it, that he is to sell foodstuffs and nothing else. The same thing applies to the druggist, the hardware man, the furniture man and just about any other kind of retailer you want to mention.

Hence, we have with us today the grocery store plus, the drug store plus and so on. For several years the strictly one-line store has been more or less of a rarity or even curiosity. The diversification of stocks, though, has been more the gradual outcome of merchandising evolution than to any realization that the retailer has been tossing away net

Table of Contents on page 186

profits of gross profit size because of lack of variety in his stock. But it is only since the war that manufacturers and retailers alike began to wake up to what they all were losing under the previous system.

A downtown druggist in Detroit sells washing machines and a general line of electrical goods. In Gary, Ind., there is a druggist who has dancing in his store every afternoon and evening to stimulate his soda-fountain business. He has arranged a modern dance floor on a small scale with all the necessary trimmings. Any number of grocery stores have gasoline pumps, thus adding one more profit to the variety of sales they can make to the motorist. One of the largest hotels in Chicago devotes a good part of its ground floor to a high-class grocery specialty shop and in addition advertises nationally a line of canned goods, taking in choice dishes for which its cafe has become famous. Soda fountains in hotel lobbies have become com-The Fort Pitt Hotel in Pittsburgh runs what it calls a soda grill where roast chickens and other prepared and cooked foods are retailed in delicatessen style. Hardware stores are changing into general furnishing goods establishments. So are furniture stores. A Cadillac and Buick dealer in an inland Southern city sells motor boats, a full line of fishing tackle and sporting goods in general. People who buy his cars need these things in their outings and he thinks he may as well sell them as leave this business for somebody else. Did you ever hear of a soda fountain in a hardware store? There is one in a certain Nebraska town where the local druggist thought a fountain was not worth fooling with. The hardware man now has the satisfaction of bringing in many people who otherwise might not visit his store at all.

And so it goes. Such things will not seem strange very long. They are natural and logical, being only an adaptation of the department-store idea. The shoe man sells shoes. Why then

should he not sell stockings? Why should he not, as he is doing in many towns, sell specialties in dry goods and haberdashery? The furniture dealer sells dining tables. When a woman buys a dining table she may also need linens, silverware and dishes. The profit on these latter items is justifiably attractive to the furniture dealer—especially since it can just as well be all net.

Contrary to impressions obtaining in certain quarters, people are not great sticklers for convention when it comes to buying goods. Marshall Field & Company in Chicago thought their highbrow trade would be shocked, or at least annoyed, if the store should put a candy department in its State Street store. Caution finally gave way and the department was established. Today it is one of the busiest in the store.

There are, however, limitations just as there are to every other good thing, including life itself. What are these? How shall they be detected and how applied?

Manufacturers seeking the greatly increased outlet that can come from developing this field (and of course the manufacturer wouldn't dream of leaving the thing to be thought through by the retailer because in that case it would not be done right) can find it easy to help the dealer keep within proper limits in the branching out process by applying a simple rule.

KEEP IDENTITY ABOVE DOUBT

The rule is that the retail store should not take on any line of merchandise that would in any way tend to obscure its identity. Beyond this, many enthusiastic sellers of side-lines have found out, there is practically no limit. And the latitude is plenty at that

"The thing I have to do first of all," Alexander MacLean, owner of a chain of Chicago drug stores, once told the writer, "is to make sure beyond all doubt that my stores shall be stocked and conducted on a basis that will leave no question at all as to their identity. They are drug stores and should I put a line of goods



McCANN Company Offices in these eight great marketing centers give us intimate knowledge of regional markets, keep us in touch with clients' branch houses and distributors, and thus make McCann Company Service truly "National" in scope.

THE H.K.M°CANN COMPANY

Advertising

in them that would in any way lessen their standing as drug stores I then would be tinkering with my most valuable asset. We are druggists. Let people get the idea that we are purveyors of general merchandise and we should have to conduct our business on an entirely different basis. With this in mind, I can say that the drug store can appropriately stock any class of merchandise that people will buy from it. I believe you will find that we are not greatly held in, as there is a widely diversified line of merchandise on sale in our stores."

COMMON SENSE-A GOOD GUIDE

The general rule followed by Mr. MacLean can well be applied to, the grocery store, the hardware store and all the others on the list. Then, too, local con-siderations and common sense must guide the branching out transaction to an extent. course no manufacturer of soda fountains is going to try to sell his goods to hardware stores generally because of the rather entertaining instance of the Nebraska hardware man who supplanted the druggist in that branch of ac-Neither will makers of tivity. musical instruments try to persuade the druggists of the country to put in dance-hall equipment as did the man in Indiana.

In considering ways and means of getting this big thought across to the retailer in a constructive way the manufacturer, judging from successful experiences already gained, would do well first of all to consider just what are the problems peculiar to the class of retailers he desires to reach and why branching out in a merchandise way would help him solve them. In general it may be said that the need of substantially every store is to make a certain use of the departmentstore idea which involves having more classes of goods to sell to its customers. Indeed, the manufacturer is justified in assuming that the average store can become what really amounts to a specialized department store. But there are variations.

Take the case of the hardware

He is handicapped because the women are not habitual customers of his. They can be brought in by special advertising. woman in a small town needs a stove or some other item belonging strictly to a hardware stock she goes to the hardware store But she has not ver formed the habit of dropping in at the hardware store as a matter of course as she does other This means much lost places. business, the woman being the recognized purchasing agent for the home.

The hardware store, despite the large number of items in its stock designed for home use, is regarded as a man's store. It started out that way with its tools, builders' hardware, farm implements and accessories and similar things. Of late years its identity as a man's store has been accentuated rather than lessened by its taking on of automobile goods and even of radio goods.

Progressive hardware dealers are striving to correct the condition by specializing more heavily upon house furnishing goods. They find they can do this without the least prejudice to their

standing.

The stores remain strictly hardware stores because the expansion is made upon perfectly logical and natural lines. Instead of confining their cutlery department to steel knives and forks they find they can just as well take on silver flatware. When this is done, the next step in sequence is to stock silver hollowware. It is not pushing the issue very far at this juncture to add the better grades of china and glass, a full assortment of lamps and lighting goods. electrical household specialties and what can come very close to being a general line of fancy goods to be used in home furnishing.

The hardware store can be the Christmas goods store of the town, perhaps dividing honors with the drug store in this respect. If it is at all up to date it has a fairly good line of wheel

Women with lazy, sluggish minds and bodies are poor advertising prospects.

Just as they drag drearily through their household duties, they look sleepily through the pages of magazines.

They may be "nice" and "sweet" and possess all the virtues, but they are duds—an unresponsive lot that reduces the value of an advertising dollar to that of a lead nickel.

We don't know how many lazy women subscribe to other magazines. We do know there is no possibility of this type being even mildly interested in Needlecraft.

Why should they? It contains no fiction, no entertainment of any kind. It is strictly a service magazine for *doers*—women of refined tastes who get joy and happiness from useful effort; who make things, with their own hands; things that require both mental and physical alertness.

There are no drones, no duds, no deadwood in Needlecraft's circulation of more than 1,000,000. It will bring the value of your advertising dollar up around the 100-cents mark where it belongs.

Robert B. Johnston Advertising Manager New York

> JAMES A. ROBERTSON Western Manager Chicago

DORR & CORBETT
New England Representatives
Boston



Member A. B C.

playthings—wagons and the like. With this as a beginning many up-to-date stores have added playthings of a general nature, the department growing bit by bit into a complete showing of gift goods, including dolls and all the other fancy stuff.

Having calls for items such as manicure scissors, has caused hardware dealers to stock toilet sets, combs, brushes and mirrors. They sell washing machines and so why not sell sewing machines? They sell Ingersoll watches. Why not have the higher priced kind also for people who want them?

These are just a few sugges-tions culled from the successful experiences of hardware men who have diversified their stocks simply by permitting or making possible a natural growth-by removing the arbitrary restrictions. Hardware stores as it were. branching out in this way find that they attract the women's trade and can meet a far greater proportion of the buying requirements of their customers. selling usually can be done with no additional expense. A store's sales force rarely has to work to its utmost capacity. And, by buycarefully throughout the stock in accordance with current needs, thus promoting the turnover process, the additional lines can be taken on without any very great increase in investment. The whole proposition, then, becomes one of clever merchandising. The inevitably favorable effect on the profits is too obvious to be mentioned.

CONSIDER THE GROCER

And then there is the grocer. This gentleman enjoys perhaps the fastest turnover of anybody on the street. His is not so much a proposition of attracting customers. What he needs is higher gross profit. His stock is susceptible to spoilage and waste more than the average. His margins Unless he keeps the are close. closest check-up on his profits he can literally be going broke while enjoying a rushing business and turning his stock over and over at a rate that makes him the envy and despair of other retailers who do not get a behind-the-scenes view of his difficulties.

Nobody has to preach to or "educate" the grocer to make him understand the desirability of selling such related lines as do not make him any the less the grocer-lines that yield a higher gross profit than he is accustomed to getting, thus pulling up his average net profit to a safer level. Even the high-class city food specialists of the type of Tebbets & Garland of Chicago, recognize the value of diversified effort and use it to their profit. The Teb-bets & Garland firm with a wonderfully stocked store in one of the most exclusive locations on Michigan Boulevard has one of the biggest high-class candy businesses in Chicago. It has an exdelicatessen trade. runs a restaurant. It sells more cigars than the average cigar store. Its fruit department makes the rather pretentious side-street establishments of divers and sundry Greek and Italian gentlemen appear cheap indeed. This illustrates the principle we are driving at, although the branching out is done with goods strictly within the family.

But how about the average grocer? He is the one who has to pull up his gross by having more of a variety of merchandise to offer to his customers. He has to be quite circumspect, as it is very easy for him to expand himself out of the grocer class and become a general merchant.

Inasmuch as he sells why is it not proper for him to sell goods used in the preparation and serving of the foods? Grocers everywhere are proceeding affirmatively on this basis. They cannot very well sell the china and cutglass that fit in so well with the hardware stock. they can and do sell crockery, a general line of crystalware and They sell kitkitchen utensils. chen cabinets and there is not a retailer on the street who has a better right. They sell woodenware, house-cleaning accessories. washday needs. Having in stock

(Continued on page 161)

There are nearly 80,000 reasons for advertising in the Brooklyn Standard Union.

Each reader is a reason.

R. S. R. Shinesinan

LARGEST CIRCULATION OF ANY BROOKLYN NEWSPAPER

Old Man Obsolete Is Always Just around the Corner

Selling Ingenuity Can Offset the Threat of Invention to Render a Product Out of Date Even When the Threat Is Real

By Dana Hubbard

A CCORDING to general opinion the well-known village blacksmith should have faded out of the picture some twenty years ago when motorists still wore linen dusters and the tonneaus of the cars they drove buttoned up the back. At that time the horse was doomed, you may remember! It seemed entirely logical to expect that the horseshoer would also make his exit as soon as he got around to deciphering the writing on the blackened walls of

his crossroads forge.

But the village smithy continues on the job and the sparks still fly around him. In those cases where he has made his exit, he now runs a garage and is asking 'em to buy motor accessories, but plenty of instances remain of his sticking to his anvil. The harness manufacturers likewise are still doing business and the horseshoe people seem to get along somehow. One horseshoe manufacwho doubled production facilities just about the time the automobile industry was becoming an industry figured the other day that he sold enough horse and mule shoes in Missouri last year to equip more than 700 regiments of cavalry.

Obsolescence, it appears, often just around the corner for those manufacturers who let their businesses run them. Almost any invention or improvement which comes close finds them divided into two camps. Either they begin fretting about how long it will be · before the factory is going to be sold under a red flag or they over-estimate their abilities to make themselves the master of circumstances. In either event the stage is set for old man obsolescence to sneak on and do his stuff. Of course new developments will come along; untoward

events must occur which are likely to render any existing product obsolete. What may a manufacturer do in such a case to keep his sales from hitting the to-

boggan?

The Western Company of Chicago, which among its other prodhas advertised and sold Gainsborough hair nets for the last few years, has one interesting answer to this question. A decade ago hair nets were hardly known and consequently little worn by women and girls. Advertising put them on the counters of practically every department and women's store in the country. They were best sellers until the bobbed hair fad became a veritable craze. As soon as a girl or woman had her hair bobbed the old order changed. The need of hair nets seemed suddenly to have been swept out of existence. For the last year and a half hair nets have not sold with their former readiness although consistent advertising in the case of The Western Company kept Gainsborough nets moving slightly.

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SOLVING THE DILEMMA

The logical thing for The Western Company to do was to push its other items a bit harder to make up for the apparent passing of the hair net demand. An investigator went out among beauty parlors to study the market for powder puffs. No one was interested in powder puffs. Only one topic seemed to be important enough to merit conversation—that was bobbed hair, coming styles of bobs, new bobbed silhouettes and the other problems that trailed in the wake of the coiffeur's waves.

Right at this point it became evident that the good old days of hair nets that existed two years

10



Keeping Clean

The family washing in homes where there are growing, active children is quite a problem in itself.

Thanks to the naptha soaps, flakes, washing powders, and electric washing machines, it can be done in a day or two and does not take all of the week.

The Youth's Companion homes make a larger use of these helps in housekeeping because the families are larger.

The Youth's Companion

FOR ALL THE FAMILY

Boston

New York

oca con con con con con

Chicago

ago were a closed incident; they would never come back. A manufacturer could either adapt himself to the new conditions or quit. The Western Company decided to adapt both its hair nets and its methods of selling them to the current situation. In this new merchandising effort for Gainsborough hair nets it is well to remember that the company is going at the problem of forestalling obsolescence first with a changed product and secondly with the belief that nearly every girl or woman is interested in and thinking about bobbed hair and how she may wear it to advantage.

TURNING DISASTER TO ADVANTAGE

On the counter along with the Gainsborough hair net cabinet dealers are now showing a display card which offers "Free charts to tell whether or not to have your "Perhaps your hair bobbed." hair would be perfectly stunning bobbed in any one of the twelve correct new styles," this card suggests. "But it is too important a matter to guess about. Now a world-famed hairdresser-Sevillat of Paris-has taken all the guesswork away, by a clever set of charts. You may have a set, with descriptive book, free." This descriptive book, free." card goes on to offer with two Gainsborough hair nets these charts which show how bobbed hair will look if the purchaser's hair is still unbobbed. Or if her hair is already bobbed they show which style is best suited to her. The card also brings out the economy of wearing hair nets with bobbed hair. Any girl or woman can save from \$30 to \$50 a year in hairdresser's bills by wearing a net, the company says. The charts themselves are as

simple as they are ingenious. Sheet No. 1 is a piece of tissue to be placed against a wall. The girl whose hair is being studied stands off at a little distance and the shadow of her profile is easily outlined in crayon on the sheet. Then this transparent Sheet No. 1 with the outline of her profile is placed over one of the charts which shows some life-size, current style of bob. The girl

quickly sees exactly how she will look when wearing her bobbed hair in any one of several styles. Of course to get the charts she has already bought two Gainsborough nets. On the charts are suggestions as to how the new hair nets should be worn with bobbed hair to obtain "the neat, chic, semi-clinging silhouette that

is so very smart.

"First we went to twenty druggists on the north side of Chicago to learn how this free chart plan would go," said D. G. Chatard, sales manager of The Western Company. "Fourteen of this number were willing to buy Gains-borough nets on the strength of this new merchandising idea. All of them wanted the charts, but a few were a little chary about stocking in view of the diminished demand. One of the biggest jobbing houses in the Middle West which had not bought a single net from us in a year and a half ordered several hundred gross. Since that time they have reordered. One of the drug chains that we could never get to carry our hair nets is now selling them and is giving us window displays. So we believe that we have discovered a real selling idea which is going to give both jobber and dealer a new stimulus for sales. We use a poster for the outside of the dealer's window, the card on the cabinet on his showcase and the cabinet holding the merchandise itself, and we emphasize that to get actual sales all these details must be put to work."
While The Western Company

has not gone far enough with its chart plan to know what the result over a period of months will be, its method of keeping hair nets out of the column marked "Obsolete" does qualify as worth study. Many manufacturers, once they catch a glimpse of what looks like obsolescence hovering around their neighborhood, conclude that its all over for them except the slow music and floral tributes. As a matter of simple fact, few products actually become obsolete. Still fewer would fall into this class if their makers

(Continued on page 125)

Food Advertising In BUFFALO

Six Days Against Six

De Lisser Bros. figures for local display advertising of Food, Groceries and Beverages for May, June and July 1924.

LINES

TIME	S	٠.	5.	3,621
News				30,802
Express .				14,436
Courier .				8,886
Commercia	ıl.			8,818
Enquirer .				8,336

Local Food Stores Know Their Market

The BUFFALO TIMES

Over 95,000 Evening NORMAN E. MACK Editor and Publisher Over 100,000 Sunday

New York Detroit National Representatives

Chicago

VERREE & CONKLIN, Inc. San Francisco

"Buy It by . .

IF THE manufacturer who has a good product to sell could gather a million able-to-buy people before him and present the merits of his product to them, the result would be sales.

4

Circulation is Power!
"BUY IT BY THE MILLION"

Chicago Herald

NEW YORK: 1819 Broadway

the Million"

IKEWISE, any manufacturer of a standard product who places his advertising before the Over-a-Million Sunday audience of the Chicago Herald and Examiner finds his sales chart showing a definite upward trend.

and Examiner

SAN FRANCISCO: Monadnock Bldg.

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"CHICAGO'S STREETS ARE PAVED WITH GOLD"— BRICKS.

Yeah—that's what they all say when they try to get something for nothing and get nothing for something. Honest people don't buy

gold bricks-nor sell them.

But there is gold in abundance in Chicago—real gold, for those who dig for it. Fortunes are being piled up here continually by hustling diggers. Merchants, manufacturers, workers of all kinds fare well in Chicago if they are progressive and industrious. Chicago almost makes its own prosperity. It produces less than it consumes of many commodities; more than it consumes of others. Thus it is in an ideal position to "trade." Trade makes prosperity.

The people of Chicago are prosperous, and generous buyers—though they "shop" carefully and have well defined buying habits.

Their outstanding habit, as experienced advertisers know, is to look for advertising news

in The Chicago Daily News.

The Daily News is a part of the family life in the great majority of financially competent households of Chicago, where English is read. And advertisers in its pages share the confidence and esteem in which its readers hold it. That is why, year after year, The Daily News carries a greater volume of advertising than any other daily paper in Chicago.

The Chicago Daily News

First in Chicago

A Selling Idea for August, 1925

But If You Are Able to Use It Now So Much the Better

By Alfred Lewis

SOMETIMES a new copy angle can add a whole new class of customers, running into the millions in some cases, to a product, the words about which have become stale with long usage.

The news angle with its timely

appeal is continually being used to good effect to flavor the copy of countless products.

The Vacuum Oil Company has taken advantage of the great interest in the roundthe-world flight in its current farm-paper advertising which stresses the danger of the undertaking and the importance of correct lubrication. Labor shortage gave the Shepard Electric Hoist Company timely copy themes for an entire industrial advertising campaign. During the last few years the football season has given many manufacturers and retailers an interesting copy angle. The periodic coal shortages offered the various Standard Oil Companies a chance to

when the Wm. H.
Horstmann Company, of Philadelphia, switched its appeal on Columbia Yarns to events in the news, these news advertisements steadily increased the number of its retail Yet with all the exaccounts. amples which can be cited, the total of advertisers who use the news angle in their copy is ex-tremely small. There are so many opportunities for new supplementary copy angles which seem to be overlooked.

Now, for example, that the annual return to school of millions of children is about to take place it would be imagined that hundreds of manufacturers with ingenious minds would tie up their products to an event which means more sales-millions of dollars in more sales.

Just to see how many manufac-



Improved YANKEE \$1.75

w Warren Co., Inn., New York, Change, San Pres

WHAT EXPERIENCE HAS TAUGHT INGERSOLL

turers had planned ahead to flavor their copy with this real news event I looked over recent issues of two of my favorite publications and all of my home town newspapers for three days and found only two manufacturers who tied up closely. The Ingersoll Watch Company and the American Optical Company were the only advertisers I could discover who linked up their products with a most important event the return to school of millions of present and future customers.

As a father of two boys I am

ready to state that they usually get what they want, especially in products which cost less than five dollars.

Last night there came to my home a little card from Brooks Brothers of New York. It was in the form of a memorandum of

things taken to school. It was in inventory form and made a convenient shopping list as well.

Brooks Brothers is men's and boys' clothing store so its list is only a drop in the bucket of products bought now by boys, and leaves the girl out entirely. Yet in this list were besides the expected overcoats, rubber pouches, mackinaws, leggings, sweaters, caps and shoes, such other items sponges, combs, clothes brushes, hairbrushes, towels, collars, sleeve buttons, studs, suspenders, belts, knives, scissors, shoe horns, pajamas, garters, socks, handkerchiefs, gloves, umbrellas, trunks, and

Thousands of boys and girls are going away to school. Millions are going to the day school near home. The list of products they will need and buy would fill whole columns. I wonder why more manufacturers and producers don't take advantage of the opportunity. Think of the human interest copy angles that a good copy writer could dig out for all sorts of products.

When the day school opens think of the timely news advertising that should appear in newspapers, street cars, posters and other mediums all over the country. Take milk for example. In scores of big cities milk is supplied in little half-pint bottles to the school children. What a fine opportunity for the milk producers

to get over the true story of the healthfulness and value of milk.

This was done by one big producer in Philadelphia last year, It offers a suggestion to milk producers in every city. The laundry owner, the ice company, the lumber man, a group of barbers in



AMERICAN OPTICAL REALIZES ON THE "SCHOOL OPENING" OPPORTUNITY

each city, the automobile dealer, the bicycle store, the local optician, drug stores to tie up with the tooth brush drill advertising of big makers of dentifrice, local insurance agents, dry cleaners and many others can, with a little ingenuity get an unusual and effective copy angle from the school openings.

The makers of straws for drinking milk, the makers of vacuum bottles, shoe polish, brief cases, athletic shoes and other supplies, wrist watches for girls and scores of other products, like fountain pens and mechanical pencils which do advertise at school opening time, could liven up their copy by using a new variation of the school opening idea and what

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life better for the boy and girl.

There are too few supplementary copy angles in current campaigns anyway, in my opinion. Why not more advertising at the right time with an unusual slant on the return of millions of children to school? There will still be time for some manufacturers to incorporate this selling angle in their copy when they have read this issue of PRINTERS' INK. As for those who will not now be able to use it I would suggest that the copy they have written for late August and early September in 1925 be based on this selling appeal.

G. M. Murray Advanced by Lehn & Fink

George M. Murray, for five years advertising manager of Lehn & Fink, Inc., York, has become assistant to the

president, Edward Plant.

W. D. Canaday, formerly director of sales analysis and salesmen's personnel. sates analysis and salesmen's personnel, succeeds Mr. Murray as advertising manager. Contact work with agencies, publications, etc. in reference to Pebeco tooth-paste and Lysol disinfectant advertising, will be handled by Miss Margaret L. Gaw.

Jefferson Electric Account for Brouillette

Lucien M. Brouillette, advertising agency, Chicago, has been appointed to direct the advertising of the Jefferson Electric Manufacturing Company, Chicago. Radio publications and business papers are being used.

To Direct Worthington Pump Advertising

The Worthington Pump & Machinery Corporation, New York, has placed its advertising account with Ray D. Lilli-bridge Incorporated, New York, advertising agency.

Unguentine Account with J. Walter Thompson

The Norwich Pharmacal Company, Norwich, N. Y., has appointed the I. Walter Thompson Company, Inc., to direct the advertising of Unguentine.

Todd Protectograph Appoints Aver

The advertising account of the Todd rotectograph Company, Rochester, Protectograph Company, Roches N. Y., has been placed with N. Ayer & Son.

their products do to make school Vanderbilt to Start Newspaper at Detroit

Cornelius Vanderbilt, Jr., is planning to publish an illustrated daily tabloid newspaper at Detroit. This will be his third publication. The others are the Los Angeles Illustrated Daily News and the San Francisco Illustrated Daily Herald.

Joseph Blethen, who has been business manager of the San Francisco newspaper, is going to Detroit about September 15 to act as Mr. Vanderbilt's personal business representative in estab-lishing the new paper. For sixteen years lishing the new paper. For sixteen years he was president of the Seattle, Wash., Times Publishing Company, later be-coming treasurer of the San Francisco offices of Evans & Barnhill, Inc., adver-

offices of tising agency.

H. Brockhagen man Using agency.

C. H. Brockhagen succeeds Mr. Blethen as business manager of the San Francisco Illustrated Daily Herald. For eight years he was business manager of the Seattle Post-Intelligencer. Mr. Brockhagen also was business manager of the former San Francisco Call and at one time was with the Chicago Herald now the Herald and Examiner, in a similar capacity. More recently he was a part owner and general manager of a part owner and general manager of the Oakland. Calif., Enquirer, which has become the Post-Enquirer.

Sweeper-Vac Account for Barrows & Richardson

The M. S. Wright Company, Worcester, Mass., maker of the Sweeper-Vac vacuum cleaner, has placed its advertising account with Barrows & Richiardson, Philadelphia, advertising agency. This appointment becomes effective January 1, 1925. Magazine and newspaper space supplemented by dealer helps will continue to be used. helps will continue to be used.

Has Original Hammered Piston Ring Account

The Original Hammered Piston Ring Company, Cincinnati, has placed its advertising account with The Joseph vertising account with The Joseph Schmidt Advertising Company, Cincin-nati. Business papers will be used for this account.

Auto Point Pencil Account with Lord & Thomas

The Auto Point Pencil Company, Chicago, has placed its advertising account with Lord & Thomas. Chicago. A campaign to advertise this product will be started late in the fall.

Houston "Post-Dispatch" Appointment

W. W. Pigue has been appointed advertising manager of the Houston Post-Dispatch. The recent merger of the Post and the Dispatch was reported in PRINTERS' INK.

Is It the President of A. G. Spalding & Bros?

A. G. 'SPALDING & BROS. New YORK, Aug. 28, 1924. Editor of PRINTERS' INK:

I always read your journal with much interest, and very often to considerable advantage. In the August 28 number I have just finished reading, "What Are We Going to Do About Guarantee Abuses?" and on this same day a case, which is one of many which constantly come to my attention is that of a customer who has brought in a pair of rubber soled shoes to one of our branch stores and demanded a new pair. The only trouble with the shoes is that the rubber soles have worn out under externe use. The uppers are perfectly good and all the shoes need is to be resoled.

Rubber is not leather and that the customer knows fully, and yet under the broad guarantee on which our goods are sold, he seems to think he has the right to ask us to keep him perpetually going, and in this case the shoes are our cheapest grade. I must confess I was rather proud of the shoes as presented, and if the customer had looked at the thing fairly, I think he could not have helped but realize the splendid service that he had received.

We try to bend backward in this matter of pleasing customers and living up to a guarantee, and certainly it is al-

We try to bend backward in this matter of pleasing customers and living up to a guarantee, and certainly it is always a pleasure for us to make good any article that we manufacture that has given out through any faulty construction, no matter how slight that fault may be. This is simply one instance of many that are constantly coming up, but it is typical of the large majority of cases.

of cases.

The article by Mr. Barbour on the dealer who wishes the exclusive agency is also most interesting.

A. G. Spalding & Bros., Julian W. Curtiss, President.

HERE is added opinion of great weight and authority on the question of abuse of the guarantee which was discussed in the leading article in PRINTERS' INE of August 28, and which is further discussed in an editorial, "Making the Guarantee Unnecessary," that appears elsewhere in the present issue.

Aside from giving us the pleasing opportunity of presenting a statement on this subject from such an authority as Mr. Curtiss there is another aspect to this let-

A few days ago we heard that the president of a large manufacturing company stops all work on

Thursday afternoons in order to devote his time to reading PRINT-ERS' INK. Our informant di-We have been vulged no names. endeavoring to discover the identity of the president in question. Now along comes a letter dated August 28 from the president of A. G. Spalding & Bros., on two articles in the August 28 issue. It is certain that he immediately reads the publication on the day of issue-a Thursday. we now have the news that our cautious informant would not divulge. We wonder? Perhaps this is only a coincidence. It may be that there are several cases like this and that we have not yet uncovered the identity in the original case reported to us.-[Ed. PRINTERS' INK.

Harry Varley Starts Advertising Business

Harry Varley has resigned as vicepresident and director of W. L. Brann, Inc., New York, advertising agency, to form an advertising business under his own name at the same city.

form an advertising business under his own name at the same city.

Mr. Varley will direct the advertising of The United Alloy Steel Corporation, Canton, Ohio, Toncan metal; The Hooven, Owens, Rentschler Company, Hamilton, Ohio, Hamilton engines and sugar machinery; Henry W. T. Mali & Co., New York, woolens, and Voss & Stern, Inc., New York, Kant-Fade fabrics.

Rolls-Royce Transfers Sales Offices to New York

The executive sales offices of the Rolls-Royce Company of America, Inc., have been transferred from Springfield, Mass., to New York. W. E. Hoosac will be manager. Mr. Hoosac, who has been assistant to the president, has been elected vice-president, in charge of sales and advertising.

Dairymen's League Advances Paul Christian

Paul Christian, field sales manager of the Dairymen's League Co-operative Association, Inc., Dairylea evaporated milk, has been advanced to the position of general sales manager. His head-quarters will be at New York.

Herbert Tareyton Account for Dorrance, Sullivan

The American Tobacco Company, New York, has appointed Dorrance, Sullivan & Company, advertising agency of that city, to direct the advertising of Herbert Tareyton cigarettes. d

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Getting Increased Sales Volume in Philadelphia

6583 diversified factories and 43,339 retail and 5007 wholesale business places create employment for the wage earners of the half-a-million families in the Philadelphia territory.

Depression, slumps and sales decreases rarely touch Philadelphia because of its varied industries. It is not dependent on any one line of manufacturing or product.

If your sales charts show declines in other sections turn your attention to Philadelphia, "the world's workshop," and concentrate your advertising there.

More than half the homes in Philadelphia are owned or being bought by their occupants. One savings bank alone has 268,000 depositors. Nearly 200,000 passenger autos are owned by its citizens.

Dominate Philadelphia

Create maximum impression at one cost by concentrating in the newspaper "nearly everybody" reads—

The Evening Bulletin.

PHILADELPHIA'S NEWSPAPER



Net paid circulation for six months ending March 31, 1924—

512,445 copies a day

The circulation of The Philadelphia Bulletin is one of the largest in the United States.

New York—814 Park-Lexington Building (46th Street and Park Avenue) Chicago—Verree & Conklin, Inc., 28 East Jackson Boulevard Detroit—C. L. Weaver, Verree & Conklin, Inc., 117 Lafayette Boulevard San Francisco—Harry J. Wittschen, Verree & Conklin, Inc., 681 Market Street

(Copyright 1924-Bulletin Company)



claims The Red Book.

Magazine may have
or make—"A Plea for Faith,"
by Edgar Guest, in the April
1924, issue, should call for a
vote of thanks from all fathers!
How well it expresses the
thought, and how forcibly it
brings it to the boy! I have
had the page framed for my
boy's room."

The above was written to

The RED BOOK Magazine

by one of America's greatest business men

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Coverage Plus Dealer Influence

"You have a corking medium to cover the Milwaukee market—ESPECIALLY WITH THE RETAILER AND JOBBER GOOD WILL which you certainly have."

THE JOHN PUHL PRODUCTS COMPANY, CHICAGO

The confidence of both jobber and retailer in a newspaper is an important factor in the distribution and sale of products advertised in it. The John Puhl Products Company is one of many national advertisers who have found The Milwaukee Journal possesses valuable dealer influence. According to a recent market survey, in a field of 21 brands, their product-Little Boy Blue Bluing—is used by more than 63% of all Milwaukee consumers. For three years this product has been advertised exclusively in The Milwaukee Journal.

Read by more Milwaukee and Wisconsin people than any other publication in the world Journal FIRST- by Merit

Collection Letters That Fit in the Sales Policy

The Same Spirit of Helpfulness That Builds Sales Can Be Injected into Letters That Ask for Money

By Roy Dickinson

THE big salesman who smoked lavishly and backed his victim up in HE big salesman who smoked a corner back of the cracker box, there to overwhelm him with a knock-out selling talk has gradually been displaced by the quiet, helpful type of salesman who knows both his product and the dealers' problems.

The sales suggestion has come

into modern business to take the place of the sales argument. Most collection letters have, on the other hand, remained in the other hand, remained argumentative class. While the first letter may be extremely polite, the second or third usually carries the suggestion of the mailed fist inside the velvet glove.

Just now while there is much discussion as to whether the sales manager should have full control over all collection letters which are sent out, it is not surprising to discover that a few companies here and there are adopting a policy in collection letters which is closely allied to modern sales practice. This policy has created a type of collection letter that looks at the matter from the other fellow's point of view, and talks in terms of the debtor's husiness.

A credit privilege is an advantage to the retailer. A cash basis would make it more difficult for him to do business. An excellent example of a collection letter that talks about these matters from the retailer's point of view is the fourth letter in a collection series used by the Burke Golf Company of Newark, Ohio. says:

The great advantage of enjoying credit privileges can hardly be set forth in a few lines, but every man knows that it is the life or death of his business, because you are accustomed to pay for the goods in large part with the money received from the resale, and the thirty-

day terms enable you to provide funds with which to settle your bills. If you were driven to a cash basis, it would work an undue hardship upon you would work an undue hardship upon you to buy enough goods to satisfy your customers; you would have to shrink your volume of sales, sacrifice your prestige and good-will and reduce your turnover, your source of profit. To suffer this from only one of your suner this from only one of your creditors, would mean some proportion of disaster. To suffer the temporary hold up of a shipment, might keep the goods out of your hands, and destroy the profit because the best market time has passed. On the other hand, if you maintain your credit, you can increase the size of your orders which will mean larger earnings.
And then, there are other reasons why

you should pay your account with us-because you will form a habit of paying; because you will form a habit or paying; you will systematically set aside a portion of your collections to liquidate these obligations that must be met—because you have a pride in meeting your expenses and conducting an efficient business. And last, because you have ness. And last, because you have accepted a moral obligation that you cannot conscientiously discharge until you have fulfilled your business contract. Send in the check today we have been

asking for.

Letters which look at unpaid bills from the retailer's point of view affect a sales manager's job. When any sales manager tries to make a close analysis of the inactive accounts on his list he discovers that many of them have been lost because the pride of the owner was hurt by the wrong kind of a collection letter. The collection department had finally made the man pay by a series of "club" letters, but these letters had also made him dislike the house. In many organizations it may be discovered that many \$5,000 or \$6,000 a year customers have been killed off because they were slightly past due on a \$60 invoice.

A certain sales manager recently stated that a customer is an asset for the company to an amount equaling his average vear's purchases. That is, a cusyear's purchases. That is, a customer who buys \$6,000 a year is worth at least \$6,000 as a good-will asset.

Here is a good example of a letter which gets the money without in any sense using the "club" method. It also is a good example of the sort of a letter which can both collect the money and keep the customer. It has been used with success by the Glaxo Company of London, England.

It must be annoying to you to have to receive this account month after month, and we are sincerely sorry to be the indirect cause of your annoyance.

and we are sincerely sorry to be the indirect cause of your annoyance.
You would not have purchased the Glaxo represented by this £7 10s if you had not thought you could quickly sell it, and make the £1 10s profit you were entitled to. Will you tell us if you still have it in stock, and if so, we shall favorably consider any reasonable suggestion by which we can help you sell it and so put that £1 10s into your rill.

We feel you hate owing money, just as much as we dislike writing to you about it, so will you give this letter your personal attention and let us hear from you.

It will be noted that the Glaxo letter talks about the profit the retailer can make if he sells the product he has on hand. Talking about the £1 10s. pront that the manufacturer would like to see go into his till, brings out forcibly fact that customers sell the manufacturer's product so that they can buy more and sell more, are valuable as customers. Such people may be temporarily in trouble. When a manufacturer loses a few such customers a certain part of his business has been lost. Even if a new man is secured to take this customer's place, the other man is lost for all

Many manufacturers, who see this aspect of the situation, have written collection letters which their customers can use to collect the accounts due them. One of the problems of getting money from the dealers who do not pay quickly is the problem of helping them get the money from the men who owe them so that the manufacturer can be paid. Such a plan was suggested to its customers by the Joseph & Feiss Company in the form of featuring in its houseorgan the collection letters of one retailer who had had good success

and thus suggesting by inference that other retailers adopt his letters or a variation of them.

When a customer fails to pay it is human nature to accuse him by inference of being inconsiderate. dishonest, negligent or careless. Such an accusation doesn't make him particularly anxious to buy from the concern the next time a salesman comes in to see him. The type of letter which, while it talks straight from the shoulder about credit standing, does not assume that the man is dishonest merely because his invoice is delayed, is found in this example from the Parker Pen Com-This letter, signed by the sales manager, leaves the door open for a friendly visit when some helpful advice as to the retailers' own collection methods can be discussed. Here it is:

When it comes to the handling of books and figures of accounts, the writer of this letter confesses that he gives but little time to it. He's just not there. He leaves to others all work in that line of endeavor.

of endeavor.

However, he believes a whole lot in human nature—he believes that most people want to do the square thing, and for that reason our auditor has given him a list of accounts which are ninety days old, and yours is the first one on

for that reason our auditor has given him a list of accounts which are ninety days old, and yours is the first one on the list. The amount is \$65.

Just think of it, we bought and paid cash for the labor and material that went into these goods and let you have them with the understanding that you would pay for them in thirty days. Mind you, we've already paid for these goods and on faith and suspicion we let you have them. You haven't done a thing about it. Suppose you bought a cow for \$75 and sold it to me for \$80. You paid \$75 as soon as you got the cow and you let me have it with the understanding that I would pay you for it in thirty days, and then I didn't pay you. Suppose you bought a lot of cows that way—imagine how you would feel.

it in mirty days, and then I didn't pay you. Suppose you bought a lot of cows that way—imagine how you would feel. I wish I could come and talk to you about this thing because I still believe that you are one of our good friends and I know that you appreciate the value of credit standing with any business concern. I know that in appreciating this value, you would not let your good standing and good name become anything less than good.

So, sit down right now—a stamped

So, sit down right now—a stamped envelope with my name on it is enclosed turn this letter over and write on the back of it what we may expect regarding this account of yours. Or better still, send us a check.

Another collection letter which keeps the sales element well to the ice

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The George L.Dyer Company

42 Broadway, New York 76 W. Monroe St., Chicago The Planters' Bldg., St. Louis



Newspaper and Magazine Advertising

Publicity and Merchandising Counsel

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fore, is one sent out by a bag manufacturer in Ohio:

Our letter of May 3, must have been laid aside, since no reply was returned, and we did not receive a remittance for your old account, which is shown to be \$26.50.

We have found that where we come right out in a very courteous way and ask our customers for a payment of a balance that has been standing quite long, in nearly every instance they are willing to co-operate, provided they have the funds. In view of the fact that June 1 is not far away, we feel that a remittance should be received to apply against the amount as shown above.

We dislike to write you in this connection, but it is the only way we have to handle our over-due accounts. Our sales department has an opportunity to go around and see our customers occasionally, but we must depend upon the more impersonal method of correspondence, which in many instances does not serve the purpose like a personal call, although we try to make our correspondence as pleasant and friendly as we can.

Another letter which keeps the sales plan definitely in mind is that used successfully by a Missouri shoe manufacturer. It is signed by the sales manager and starts this way:

Writing a good friend of ours like yourself for money is a little bit out of my line. Frankly, I don't care much about the job. I am pleased to see orders come in. I am also on the job to see that you get full service out of our dealer-help department, and our store service department. The collection end of the business is something a little bit foreign to me, however. The only reason you are getting this sort of a letter is that our collection department tells me you owe us a slight invoice of \$75. Would it not be possible for you to sit down now and draw us a check for the full amount of this so that I won't have to write any more of these letters which are so much out of my line?

It may be that you would appreciate getting from our service department a series of collection letters which might work well on your customers. You will see by looking this over that it is a poor collection letter, but we have a man here who is good at this sort of work and if you want I'll send on his series to you.

In the meantime I feel sure you will clear up this little account.

A sales manager of a radio manufacturing company told me a short time ago that after working for a long time upon a particularly desirable account it was lost before the goods had been shipped because the collection manager of his company sent an insulting sort

of letter to the new customer and insisted upon sending the goods C. O. D. He told me how much it cost him to get this customer in carfares, time, expense and letters and how quickly the rough C. O. D. letter lost him before he had a chance to find out what it was all about. This matter of killing the customer off before he has really started buying is well worth a little politeness and a realization of the sales angle would help.

THE WALWORTH METHOD

The Walworth Manufacturing Company sends a letter under these circumstances which talks about "not having a previous opportunity to serve you," and words the whole letter in such a way that it could not offend any but the hardest boiled sort of a prospect. This is the Walworth C. O. D. letter:

Your order of the sixth was duly received and passed to our order department for prompt attention.

We have taken the liberty of marking it for C.O.D. shipment because we cannot find that we have had a previous opportunity to serve you and did not wish to delay shipment while making arrangements for an account.

We trust this will meet with your approval, at least, in this instance, and if we are likely to be favored with some business from you from time to time we would like to have you send us some references, or tell us anything you may care to in regard to your affairs, so we may complete our records and be ready to open an account on regular credit basis on our next opportunity to serve you.

It is well to remember always considering the question of collection letters that any business is made up of a list of customers who are human beings, who have their prides and prejudices, and their good points and bad points. When collection letters kill off customers it is a sign that the collection department is not closely enough allied with the sales department. Money can be secured and the customer can be retained at the same time if it is realized that collecting money is really a sales job. It is getting something away from the man and at the same time keeping his good-will and respect.

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IT is a tribute to the sturdy common sense of our Indiana people that a newspaper of such high editorial standards as The Indianapolis News should have attained and maintained for so many years the largest circulation in Indiana. These Hoosiers are good people to sell to.

The Indianapolis News

FRANK T. CARROLL, Advertising Manager

New York Office Dan A. Carroll 110 East 42nd St. Chicago Office J. E. Lutz The Tower Bldg.

First in advertising volume, because first in results

Were you ever up



Top-Works—In addition to the tipple or breaker (which houses the machinery for crushing, screening, washing and picking the coal), the top-works in the modern coal mine includes power house, machine shop, sub-stations, warehouses, stables, powder houses and a complete company town for housing employees and their families.



Hoists—Fully 12,000 hoists are in use in the coal mines, with driving motors ranging up to 2,000 horsepower each. Steam hoists are also widely used. Each year the coal mines buy 15-million feet of wire rope and 4-million feet of manila rope for hoisting, haulage and rope transmissions.



At the Working Face—Most coal is machine-undercut. More than 20,000 electric mining machines are now in use to accomplish this work. Other machinery behind the coal-mining industry's 800,000 workers includes thousands of air compressors, air and electric drills, conveyors, etc.

NTIL you have been up, as well as down, in the modern coal mine, you cannot realize how completely machinery does the job of mining the country's 600,000,000 tons of coal each year.

The modern coal mine is a mass of machinery. Down at the bottom, where the work is principally a mining operation, you find mining machines, hoists, pumps, conveyors, air compressors, electric drills, etc.

Coming out of the mine, both underground and at the surface, you find a complete transportation system — electric, steam, or gasoline locomotives, trains of mine cars, and miles and miles of trackage.

Up on the surface, the modern coal mine is a coal manufacturing plant. Here coal is prepared for market. Here you find the huge tipple, or breaker, which houses the machinery that crushes, screens and washes the coal; also the picking tables where slate and rock are removed.

Beyond this, also at the surface, you find the power house, substations, machine shop, warehouses, stables, powder houses, and a complete company town for housing employees and their families.

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in a coal mine?

The average bituminous coal mine of 1-million tons annual capacity costs about \$2,500,000. The anthracite mine of like capacity costs about \$8,000,000. These figures translate the equipment story into dollars and cents.

The 6,300 mechanically-operated coal mines in this country spend \$400,000,000 a year for all kinds of machinery and supplies. They buy everything from adding-machines to turbo-generators.

If you have never been up or down in the modern coal mine; or, if you do not fully appreciate the coal-mining industry as a market for your product, ask COAL AGE for data backed by photographs.

COAL AGE, the authoritative paper of the mechanical coal-mining industry, can take you through the modern coal mine from top to bottom—with pictures.

The 15 McGraw-Hill engineering, industrial and merchandising publications serve the men who buy in the following fields:

Electrical: Electrical World, Electrical Merchandising, Electrical Retailing, Journal of Electricity.

Construction and Civil Engineering: Engineering News-Record.

Mining: Engineering & Mining Journal-Press, Coal Age. Transportation: Electric Bailway Journal, Bus

Transportation.
Industrial: American Machinist, Industrial Engineer, Power, American Machinist (European Edition), Chemical & Metallurgical Engineering.
Engineering in Spanish-Reading Countries: Incertar Internacional.

COAL AGE

A.B.C. A McGraw-Hill Publication A.B.P. Tenth Avenue at 36th Street, New York



coal Mine Village—The coal-mining industry houses between 2,500,000 and 3,000,-000 people in villages like this. Lumber, roofings, paints, etc., are required in large quantities to build and maintain these communities.



selectric Power.—The generation, distribution and application of electric power to coal mining involves thousands of steam turbines, 15,000 steam engines, 15,000 generators, montor-generator sets, rotary converters and transformers, and 118,000 motors totaling 4,515,000 hp. The coal mines also buy about 1-million electrical horsepower a year from central stations.



Bringing Out the Coal—More than 20.000 locomotive—electric, steam and gasolino—operate on 200,000 miles of track; in the coal-mining industry. About 50,000 miles of this trackage is electrified—equalling the combined length of the street and interurban railway mileage in this country.

An old saying and true

Straw No. 5

STRAWS show which way the wind is blowing

And it is also true that the volume of advertising carried by a newspaper year after year in any particular line shows the value of that newspaper for that class of advertising. The Chicago Evening Post carried less medical advertising than any other paper in Chicago, and the total receipts from installment houses would not pay for the ink to dot the i's in a single issue.

But there are many lines of high-grade advertising from which The Post receives more advertising than any other Chicago daily paper—morning or evening. And there are several very high-grade lines from which The Post receives more advertising than all the other Chicago papers combined—

morning, evening and Sunday.

Straws No. 1 and No. 2 gave you the figures on lines of advertising of which we carried more than all the other Chicago papers combined; Straw No. 3 a line in which we exceeded all other Chicago daily papers; Straw No. 4 a line in which we carried more than any other Chicago evening

For Straw No. 5 we will take railroad advertising. The Chicago Evening Post carried more than any other Chicago evening paper by more than 30,000 lines. Railroads seek the class of people who can afford to travel. The figures follow:

These figures are furnished by the Advertising Record Company, an independent audit company.



It Pays to Advertise in a Newspaper Read by the Class of People Financially Able to Become Good Customers

The Chicago Evening Post

"Chicago's Best and Cleanest Paper" Un

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Unfinished Illustrations—A Way to Capitalize on Reader Imagination

The Rough Sketch Implies a Promise of Something More Than Is
Apparent and the Absence of Finicky Detail Becomes an Asset
When Placed in Contrast with Conventional Drawings

By a Commercial Art Manager

IT is by no means an unusual occurrence nowadays for an artist's first rough sketch to be used as the final illustration. For almost a year, one advertiser handled his art features in this manner. The rough drafts had been all made up at one time, in charcoal, on pebbled paper. They were never intended for the engraver, and in many respects they represented little more than the floor-plan, the roughest kind of preliminary visualization of composition and placing.

Much to the artist's chagrin, these roughs were engraved and used on the best of magazine stock. And while the artist was raising a lively rumpus over it, letters began to arrive which caused him to think differently. These letters, unsolicited, were flattering in the extreme. It was a relief, they explained, to see such free and untrammeled layouts. There were so many of the painfully finished type. Spontaneity was expressed in those first bold strokes. No such series had ever been seen in an advertising campaign. Why had someone not thought of it before?

The drawings were mere ghosts of picture plots, but they sufficed. They told their stories and possessed the additional virtue of stimulating the reader's own fancy, his dreams, his imagina-

On the steamship Paris, of the French line, there are two paintings. They illustrate the point we wish to make. One is a very large oil painting which has been placed at the top of the grand staircase, between decks. It is a magnificent canvas, the creation of a noted French artist. The de-

tail in it is very complete, down to the smallest leaf and flower.

In another part of the boat, placed inconspicuously, there is a second painting. It is small and sketchy. The color is daubed on. There is nothing complete about this small square of art. But it attracts far more attention than the very much larger canvas. There are crowds around it always and one hears it discussed and praised.

This small painting is the artist's first rough draft, his sketch for the larger finished design. It is a skeletonized composition yet for some reason it holds more fascination than the one upon which the artist had expended so many brush strokes.

Unquestionably, those who see and study the rough sketch fill in much that is missing with their own fancies and ideas. There is a mysterious charm in the uncertainty and the vagueness of detail. The promise of what can be done is always present.

TOO FORMAL TO ATTRACT

Most of our modern advertising illustrations are decidedly literal and complete. There is nothing left for the reader's imagination. Small wonder, then, that when advertisers break away from the old school, and have their illustrations mere suggestions, rough sketches, ideas in embryo, quickly visualized, they find a receptive audience and an appreciative one.

Although seemingly incomprehensible, this form of drawing is really more difficult to produce than the carefully polished and finished illustration. Most artists will assure you that they cannot be deliberately planned in advance. If they set out to do it. the sketch is almost certain to look labored and artificial.

The artist, moreover, puts a certain something of himself into that first rough draft which is never expressed again. More gen-

uine interest goes into the planning of the picture than into the methodical details of its completion and working out.

Herein lies the danger of a series of preliminary designs prepared for submission to an exacting client. If the sketches are carried too far. with nothing for the critic to feed his own imagination upon, there is apt to be disappointment. The client perhaps expects too much. Free, sketchily drawn roughs, however, which are frankly that, serve the purpose just as well.

There are artists who never know when an illustration is finished. keep at it until all freedom. ease and charm has disappeared. The realization of when to stop is a priceless asset in all art.

Sketchy illustrations as used in advertising, just now, are effective because of contrast. They compel attention when placed in juxtaposition to photo-graphs and to original paintings which have been executed in painstaking and complete detail.

An artist was commissioned to go to a Boston factory and make a series of sketches, as groundwork for twenty full catalogue pages. The original scheme was for him to secure his authentic data in this first-hand manner. rather than from photographs, and, on his return to his studio. use them as a guide for water color paintings.

The factory proved interesting and the roughs were quickly made in a large book of drawing

> paper. 'Leave these with me a few days before you proceed with the finished designs, suggested the advertiser. He had instantly sensed something which the artist himself did not. He knew that the pictures were finished as they stood. Laboriously completed wash illustrations would detract rather than add to the idea in mind. Much that was artistic would be lost forever.

> highlight being used. a on stock. exactness. tail had been wanted, the camera could have attended

HEINZ ADVERTISING DOESN'T



CARRY THE ILLUSTRATION

TOO FAR

For about a cent a week more y

Pure Cider Venegar-made from the whole apple-full flavored and mellow, with

A plate was made from one of the sketches, the process proofs were made buff-tinted The pages were beautiful. The absence of finicky detail was an asset. For the company desired this more than photographic If de-

to it with less trouble. The artist, when he learned of it, was both uneasy and unreasonably angry. But common sense prevailed and the book went to press with its series of free-hand sketches on buff paper stock. It was a popular edition, widely reproduced, and the advertiser was glad to pay as much for the sketches as for elaborated paintings.

About a month ago, a copy

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CZECHY AND CHECK BOOK

When a new play by the Kapek brothers comes to town, who is in the first night audience?

When a modernist piece by Bela Bartok is played in Symphony Hall, who occupies the boxes?

When Mestrovic's revolutionary sculptures are shown through the country who's there on opening day?

The younger women of the Social registers in the various cities, who are active in every smart event, who play a good hand at bridge, turn in a low score at the golf club, drive their own roadsters, read the latest books, dance the latest dances.

Because the new thing, the modern thing, is the essence of these people's lives, it is the essence of Vanity Fair.

Its pages carry not only the names of rising Americans, but of many foreigners as well.

Because the art and letters of Europe are conversational currency among the women who can write the largest checks.

VANITY FAIR

writer, an artist and the sales manager of an automobile company gathered in a hotel room at New York. They were planning a series of newspaper advertisements scheduled for the following week. The work was entirely in its earlier stages.

Feverishly, these experts labored. As fast as an idea was developed, the artist made a tenminute lightning sketch of it. "Just enough for submitting to the Big Chaps" was the way he put it. The "party" broke up at

four in the morning.

And, on the following day, in the late afternoon editions, much to the amazement of artist and copy man, the first of the proposed advertisements appeared. The copy was that which had been written under such high pressure, and the illustrations were line plates from soft-pencil roughs created under equally high pressure by the artist.

There was not a more effective campaign in New York dailies than this and the automotive trade

is still talking about it.

A conspicuous example of the "partly finished" school of illustration is found in the current series for Heinz vinegars.

These drawings of bottles and of fruits are superior as an evidence of the attractive character of the illustration which is "not

carried too far.'

The natural temptation would be to photograph the containers and retouch them. They would shine and glisten. But the artist has no more than suggested detail. The marks of the first pencil and crayon sketch are visible, covered only by a thin wash, in places.

The background accessories are done in a manner which might be true of a first hasty layout plan, while ingredients were being "located." And, in a like manner, the illustrations for newspaper use were free and of the preliminations.

nary type.

It may be looked upon as a prevailing vogue, this disposition to use rough sketches or partly finished drawings in place of the traditional labored illustration. At first artists were opposed to it. They now recognize that there is something in the advertisers' insistence that the reader be permitted to use his imagination now and again, where visualizations are concerned.

But there is a vast difference in the quality of so-called quick visualizations. They must be made, if they are acceptable, by an artist of real ability, whose finished illustrations would be of a certain rugged temper. The few lines which appear must be

the lines of genius.

A rough sketch by a man of limited talent would prove inadequate from every standpoint. The power, imagination and creative instinct of an artist is expressed alike in what he sets down and in the things which he omits.

In planning an advertisement, or a series, it is customary to first make rough visualizations. These include the typographical layout, the borders, and the headlines. It is in these sketches that an advertiser may unearth artistic gold mines. Because they are unaffected, they are often most attractive.

Arabol Company Advertises to Many Fields

The Arabol Manufacturing Company, New York, has made application for registration of the names "Glutol," "Gloria," and "Gaeffolin," used respectively on wall size since 1894; shee paste and mucilages since 1909, and tin paste since 1909. No special advertising of these brands is contemplated, as each is included with the advertising of other brands in various fields. The company manufactures about one hundred different basic products which are sold to the manufacturer-consumer in about fitty different classes of trade, Pairwigs like is informed by E. Oldham, advertising manager. The company's advertising, be points out, is practically limited to business papers of which a wide variety are used. In addition, direct-mail is used in many fields.

Has National Dairy Show Account

C. C. Younggreen, vice-president and general manager of Klau-Van Pietersom-Dunlap-Younggreen, Incorporated, Milwaukee, advertising agency, has been appointed chairman of the publicity committee of the National Dairy Show. The advertising for the dairy show will be directed by Mr. Younggreen's agency. 024 it. is inerlow ons in ick be by ose of The be of inint. and 18 sets he ent, irst ese out, It adold afat-

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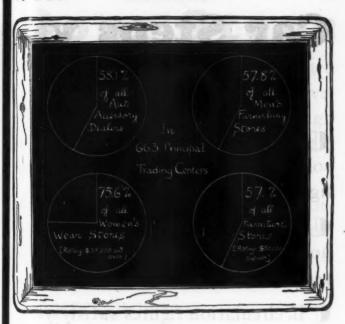
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CONSUMER buying is so much influenced by facility to purchase that the location of retail outlets is a major factor in determining markets of primary importance. Per capita consumption is always greater in the Trading Centers where more and better stores are found.



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Car Steps vs.

The paper that is sold on a car is sold. Add one to the circulation figures.

The paper that is delivered at home is read. Add a whole family to your audience.

If circulation figures satisfy you, the Sunpapers can speak convincingly and impressively on a strictly mathematical basis.

It's when you go deeper than the adding machine can reach that you begin to realize the importance of the Sunpapers in the life of Baltimore.

Sunpaper circulation is not of the car-step, "gimme a paper" variety.

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Door Steps

The great stream of Sunpapers which runs from the presses mornings, evenings and Sundays flows through well-established channels directly into the homes of Baltimore.

■ "Carrier distribution" by an organization of real business men provides these channels and insures both the stability and natural growth of Sunpaper circulation.

August Average Net Paid Circulation:

Daily (M&E) 241,570 Sunday - - - 176,873

Everything in Baltimore Revolves Around

THE



SUNDAY

JOHN B. WOODWARD

Bowery Bank Bldg., 110 E, 42nd St., New York 360 N, Michigan Ave., Chicago

BALTIMOREANS DON'T SAY "NEWSPAPER"

—THEY SAY "SUNPAPER"

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Dutting Over "DOLLAR DAY" In New Orleans

NEW ORLEANS advertisers again unmistakably indicated their newspaper preference by using 53,525 lines of display advertising space in The Times-Picayune on Wednesday morning, August 20, "Dollar Day." This was 38,581 lines or 258% more than they had used in one evening paper; 38,179 lines or 249% more than they had used in the other evening paper, and 23,235 lines or over 77% more than they had used in both evening papers combined.

A majority of the stores and shops featuring "Dollar Day" used The Times-Picayune exclusively, thereby evincing their confidence in it as a medium effectively reaching the masses.

The merchants were not disappointed. Many persons, attracted by The Times-Picayune's advance promotion of "Dollar Day," came from outside points to take advantage of bargain opportunities. Orleanians turned out en masse. Despite two hours of rain during the middle of the day, sales were good. Within two days The Times-Picayune had received congratulatory letters from three department stores, two furniture stores, two jewelers, two women's wear shops, two men's furnishers, an art pottery shop and a 25c-50c-\$1.00 department store expressing gratification at "Dollar Day" results.

Mass-class—no waste circulation!

The Times-Picayune

Represented in New York, Chicago, St. Louis, Kansas City, Detroit and Atlanta by Cone, Hunton & Woodman, Inc., and San Francisco and Los Angeles by R. J. Bidwell Ca

Selling the Farmer on One Call

It Is Being Done, and in the Way It Is Being Done There Are Merchandising Lessons or Advertising Copy for Manufacturers Selling to Farmers

By Charles G. Muller

O your salesmen sell direct to the farmer? How many calls do they make before selling him? Can your salesmen drop in unexpectedly on a farmer and, a few hours later, leave him with an order amounting to about \$400? Can they average 80 per cent onecall sales in the farm belt? If they can, they are good men and know their job well. If they can-not, perhaps a few hints from men who can will set them right.

One-call selling to farmers, who for years have been stung by flyby-night specialty salesmen who dropped into a community for a few days before drifting on to the next community for an equally short stay, is admitted to be not the easiest thing in the world. However, one-call sales are being made today with a consistent 80 per cent total by some specialty salesmen, and this high average is causing them to sit up and wonder why they didn't close their man in the one time they failed out of five starts.

A salesman of the Sunbeam Lighting Company of Williamsport, Pa., who has been selling acetylene lighting plants for six years to dirt farmers as far west as Arizona and as far east as "way down East," has signed fifteen of his last eighteen prospects on the dotted line the same evening he dropped in on them unexpectedly. How did he do it? He told me how, the result of his experience during long summers and winters working on farms and living with farmers as well as selling to them.

In all his planning, he has only object in mind-to make everything as easy and certain for himself as possible. First, among the preliminary moves to grease the sales slide to the 80 per cent mark, is the selection of that community in his territory where farmers are doing reasonably well, where there is no present crop failure nor prospective hard sledding. Where there are diversified crops, is the most likely community.

Next he locates previous buyers of his plants, making note, in cases where any are not satisfied with their outfits, what the reason is for the dissatisfaction. If he can remedy the trouble, he does. If he cannot, he becomes familiar with the sore spots in the community in order to be able to combat any arguments brought

up during his sales talks. This reconnoitering is during the day, so far as possible, for the two very good reasons that the farmer is too busy daytimes to be bothered by salesmen and that night is the only time for demonstrating how to light a farmhouse. The first step in the actual business of selling also is taken before real "working hours," which are after dark. This is the job of finding a "tipster," and, next to getting the farmer's signature on the dotted line, it is the biggest job the salesman faces in hitting the 80 per cent average.

MUCH DEPENDS UPON THE TIPSTER

Practically everything depends upon this man he picks to take him to prospective customers. The tipster must be respected by the rest of the community. must know not only the financial standing of the prospects, but also general character whether they are inherently honest and good for a large bill of goods. He must know whether they pay promptly for their cows and their machinery. Simply, he is the salesman's advisor and letter of introduction, working for a consideration on all sales he helps to close.

In a new territory, the salesman

nta by

ell Co.

must plunge in "cold turkey."
But getting business and averaging high on one-call sales is not
so hard as it sounds even in a
virgin field. He can go to the
man whose lighting system is the
nearest approach to the one he is
selling. After looking his man
over, he can put a couple of questions.

"Lots of people around here using kerosene who could afford to light their places with acety-

"Yes, there are some."

"Would you take me around and introduce me to some? There'd be some money in it for you."

The majority answer usually is, "Well, after chores, I guess so."

It frequently is well to have several such men available, so that one always will be on hand ready for the salesman when he starts out at night. The rule is, never enter a home unintroduced. The salesman can't hit the high average without taking proper aim, and the tipster's introducsteadies that aim. possible, the tipster is a satisfied customer and has dealt personally with the salesman. This means that Mr. Tipster is a bonafide guarantee of every word the salesman utters, a guarantee that is absolutely necessary. In the days before telephones, patent medicine salesmen used to get names from mail boxes in one town before going to the next to tell the farmers there that Jim Perkins, John Tuttle and Frank Carter (names copied from the boxes) bought the medicine back in the last town. A name was a guarantee then, but farmers are wary now, and their suspicion must be overcome. This is the function of Mr. Tipster.

Once these various preliminary steps have been taken, the salesman starts out in the evening with a definite prospect in view, a man recommended by the tipster. The prospect knows nothing about the coming visit, for if he did he would be prepared for the salesman with a thousand and one reasons why he couldn't buy on

the spot. He would feel challenged to gird for battle with "this salesman who thinks he's going to sell me one of those contraptions of his." Instead, when the farmer has finished his chores and is ready to sit back and be entertained, the salesman knocks at the door with his free demonstration on how to make the farmhouse bright enough for the entire family.

Strangely enough, the demonstration is least important of all the salesman has to do. Interest and desire are created by the demonstration, but confidence and final closing have to be talked. In simple language he tells the farmer first-hand the facts about the plant, and the farmer airs his doubts and fears which the salesman one by one dispels. Good, honest selling methods are used to inspire confidence, and in the pinches Mr. Tipster, who stays in the background and says very little, speaks the words which put the deciding weight on the right side of the sale balance. course, once a salesman has several sales made and apparatus installed in the neighborhood, these recent customers can be referred to, an immense aid in building up confidence.

This, then, is the outline of the one-call sale. The proper preparation and the proper selection of the tipster are the essential factors after picking the community and the actual prospect But what are the most important features to be remembered in selling to the farmer?

SELLS "UP-TO-DATE-NESS"

As in any kind of sale, to farmer or city man, the desire must be created, and probably the most important factor in creating desire in the farmer is the power of example. Today all the farmer's town friends have modern light; the poorest man in town will not rent a house without at least that modern convenience. And many of his immediate rural neighbors have led the way by installing modern lighting systems. This last is probably the strongest factor in creating the

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AND ANOTHER GREAT PARIS HOUSE SAYS

TRANSLATION:

It is a matter of gratification for me to express to you my congratulations on the ever-increasing interest of your beautiful magasine, which has become a very precious organ of propagands for French couture in New York.

From number to number, it has been possible for me, during these last two years, to appreciate the constant progress made and the evolution of an editorial taste which ranks this magaming the first in America.

sine the first in America.

With renewed congratulations for the accomplished task, be-

Yours sincerely, (Signed) Jean Paton. lieve me to remain

THE ESSENTIAL REASON why fashionable America reads Harper's Bazar is because it is an authority on fashion; a fact that is endorsed, time and again, by the final court of fashion authority-Paris and its couturiers.

arper's Bazar

2/- IN LONDON

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desire, for Bob Watkins never likes to be outdone by Henry Peabody whether it be in crops, stock or home improvements.

The actual demonstration undoubtedly is a necessary means of creating sales and helping to close sales, but without the previous two factors of town and country rapidly acquiring better home lighting, the demonstration of the light in a farmer's home is a minor factor. This is amply shown by the fact that many sales are made without demonstration. If many neighbors did not have modern light, a demonstration, while it might appeal, generally would meet with the answer that such luxuries were not for "farm folks but for the rich." But with the advertising that modern light has gained, such arguments have fallen into the discard, and the desire is present today in most homes even before a demonstration is given. The salesman's greatest problem is to close the deal, which cannot be closed until sufficient confidence has gained in the salesman and his product.

SEEING IS BELIEVING

How can this confidence be gained? Seeing is believing, and Mr. Farmer not only wants to see a system demonstrated but he wants to see one actually work-ing. The fact that his neighbor has a system and he can drop over and see it, even though he does not understand how it actually works, helps to gain his confidence. A salesman who has dug himself into a territory sufficiently long to have several satisfied customers not only builds up confidence in his product, but above all in his business methods. No matter how good the product, if the man who sells the goods is not four-square, word is soon passed around to that effect and business starts coming hard. Mr. Farmer has met the slick specialty salesman-gentleman before, and all other salesmen look alike until they can prove themselves other-

Confidence also is built on the tipster's character, and the sales-

man must watch out for the tooshrewd citizen. This man makes a poor tipster, for though people don't say much about him, they fight shy of any pie into which he puts his finger. Once in a while a salesman gets royally stung with such a man, and finds, only after several wasted. unsuccessful nights, that the farmers are doubtful about the salesman and his product because they fear the tipster's shrewdness.

When the salesman has gained the farmer's interest; has created the desire for the product, and has inspired the confidence that opens up the prospect, what are the factors of greatest value in closing these one-call deals?

First, farmers like to buy cheaply. If by any common-sense reasoning your salesman can show Mr. Farmer why he will buy cheaper by buying on the spot, your salesman has the most successful of all closing arguments.

Various plans have been worked out and used, such as giving premiums for signing the contract that same night, or installing the plant at a specially low figure as an advertising fea-These, however, have all been overdone and carry little weight. But there is a good one that is logical and convincing and which seems to work out very successfully. It is to suggest to the farmer that selling goods is an expensive procedure and that the cheaper the selling expense is the cheaper the product is to the farmer. Therefore, repeated calls not only bother the farmer but they add to the cost of selling. So, since the whole evening has been given to Mr. Farmer to thresh out the acetylene light problem from every angle; and since it costs about \$15 to keep a man on the road with a car every day; and since the salesman is able to interview Mr. Farmer only at night and therefore has practically given him a whole day, the company will give Mr. Farmer the benefit of a \$15 premium if he signs that night. This, it is explained, is in keep1924 100nakes. eople they h he ile a with after ssful are and the ined ated and that are e in buy ionman he on

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Business Is Good In Detroit

Retail stores in Detroit during July showed better business this year than a year ago. Employment is headed upward; bank clearings are better now than they were even in 1920 which was the great year of prosperity for Detroit. Postal receipts also are higher than at any other time and much higher than they were in 1920.

In building Detroit ranks third in all America, although it is fourth in population.

Motor car deliveries in Detroit the first seven months ending July 31, 1924, were 17.37 per cent greater than the volume for the first seven months of 1923, according to figures given out by the Detroit Automobile Dealers' Association.

And to verify all these indices of prosperity, The Detroit News during the first seven months of this year published 17,612,140 agate lines of advertising—the greatest total volume for this period in America and the greatest in its own history.

Advertisers will make no mistake in centering their campaigns on Detroit first—where prosperity and economical coverage by one paper combine to create an ideal trial field.

The Detroit News

Greatest Circulation Weekday or Sunday in Michigan

......

Seb



An advertisement from

THE NEW YORK EVENING POST

Saturday, August 16, 1924

THE READER EVER CHANCE TO HEAR FRANCIS BRETT YOUNG, THE NOVELIST!

WOODSMOKE

is BRETT YOUNG'S new novel

- The Literary Review, New York, eaps: "This story of passion and adventure is raised well above the average . . for his chosen scene, the African jungle, alive with uncanny secrets and impalpable danger, anables him to give it a conclusion as fascinating as it is original."
- The Saturday Review of Literature: "Should help to win its author the tion which is his due, for it is a novel of distinction, finely conceived-rescuted. . . What places it far above the rusk is a certain elevation of outlook and saving tenderness in its a human nature."
- The Evening Post, N. Y.: "A story that for sheer power and a deserves a position at the very top of recent fiction . " the thrill of melodrams."
- St. Louis Globe Democrat: "It is not often that one finds so beguiling a st. African adventure, with such fine character studies . . . The st most exciting. There is a touch of the uncany about it."
- The New York Herald-Tribuner "Mr. Brett Young has written a quite renable book."

ALSO LAST, BUT NOT LEAST

JOHN MASEFIELD credits its author with "the most gifted, most int and most beautiful mind among the younger men new writing Eng

By the same author: The Tragic Bride; The Black Diamond; Kalaht: Fügrim's Rest. Each, \$2.00.

E. P. DUTTON & CO., 681 Fifth Ave.,



WOODSMOKE

by
Francis Brett Young

appeared first as a serial in

The Elks

Magazine

8

850,000 Identified Subscribers
50 East 42nd Street New York City

ing with the company's desire to keep down selling costs and make it cheaper for Mr. Farmer.

Another very effective factor to take advantage of the farmer's tendency to buy things cheaper through co-operative The closing argument groups. runs like this:

"Mr. Farmer, you know that to install a system such as ours in home, a town plumber would charge you in the neighborhood of \$75 to \$100. We are putting other plants in this district right now. We can insure our installers steady work and send them direct from one There is no job to the next. dead loss of time. In this way we are able to contract with them for the season to put these systems in at a flat rate of \$35 each or a saving to you of about \$40 to \$60."

This co-operative method of cheap installation proves very effarmer has fective. for the learned his lesson with grain, fertilizer and seed, and it works well even with such a specialty as lighting systems.

farmer likes to buy cheaply, and if through any good business reasoning your salesmen can show him why he is buying cheaply by buying on the spot, therein lie the most effective one-call closing arguments.

It is practically useless to try to work week-ends, for Saturday night to the farmer is his night out, and if he does not go to town himself, your salesman will find that some member of the family whose word is necessary to a decision has gone to the movies. On Sunday the farmer simply won't talk business at

But on Monday, if your salesman has studied his community. carefully picked his prospect and goes to the farmer properly introduced by a respected and not over-shrewd tipster, he can talk business. And if he stresses a regular price plus only installation and freight, and if he lets the farmer know to the penny what the product will cost complete in his home, and if he

stresses cheapness in return for prompt buying, your salesman will get that biggest of all kicks -seeing the farmer's name go on the dotted line-and you, in the sales office, will watch him consistently pound that 80 per cent mark on one-call sales.

Australia Finds "Printers' Ink" a Business Guide

GORDON AND GOTCH

(AUSTRALASIA) LIMITED
SYDNEY, JULY 25, 1924.
Editor of PRINTERS' INE:
Located away "down under" in one
of the outposts of the Empire, we here in Australia depend for guidance along the road to a great extent on the wider experience of others in the older coun-

tries of the world.

Speaking not only as the head of our great advertising organization here, but also with a knowledge of what happens

also with a knowledge of what happens outside, I can assure you that we find PAINTERS' INK invaluable in which to seek friendly constructive advice.

It is read thoroughly each issue by our senior executive in the advertising department. It is filed carefully for future reference. It is "dog-eared" where something of special interest to our business appears on one of its our business appears on one of its

Outside we know that practically every man who claims that he knows something of advertising either subscribes direct, buys it off the counter, or borrows his friend's copy.

It is full of good red meat on which the advertising man flourishes, and we in Australia appreciate it to the full and welcome its arrival.

We wish you continued success and the best of luck. One of these days the writer will look in on you to say "Godd-day."

Gordon and Gotch (Australasia)

GORDON AND GOTCH (AUSTRALASIA) LIMITED, C. D. PATERSON, Advertising Manager for Australia.

Williamsport, Pa., Advertised in Ontario

The Chamber of Commerce of Wiliamsport, Pa., is using large space in Ontario newspapers, to advertise Williamsport as the half-way point on the Susquehanna Trail between Niagara Falls and Washington. A third of the advertisements is devoted to a map of the highway, which is described as "the ideal route from Canada to Florida and the South,"

Pipe Account for Irvin F. Paschall

The John Bachmann Company, Chicago, manufacturer of the Herald B. pipe. has placed its advertising account with Irvin F. Paschall, Inc., advertising agency, also of Chicago. Magazines will be used.

The Only Investigation of Its Kind



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\$75,000 Spent to Establish the rad



Souter

400,000 guaranteed guarantees 400,000 net p dress circulation. And this is quissue ity circulation. Its character has a gight initely been established by a uniquinter and comprehensive investigation in consouthern Ruralist subscriptions. Ided, far as known, no other publicate has conducted a circulation check der to like magnitude or scope except into case of a contemplated sale of property.

Methods of checking employed

As a result of this analysis, not accompractically completed, Southern but me ralist is proving that every name triod its records represents a bona application application of the province of

regracter of TERN RURALIST Circulation

All the magazine; that each name and et p dress is correctly listed; and that is q issues of Southern Ruralist go has eaght to the homes for which they unice intended. Original orders have tion in consulted, verification letters has held, and the services of literally licat busands of postmasters enlisted in held der that Southern Ruralist may tept in to advertisers the most accurate of mer-subscriber list it is possible to tain.

s, not accomplishing so great a task orn but months have been required ame griod of intensive and uninterruptna application, daily and overtime, and professor of from 15 to 20 skilled Eight months of investigation



Free booklet on request

employees working under expert supervision. Clerical expense, postage and incidental items alone entailed a cost of more than \$75,000.

The reasons for this investigation, and its significance to you, are discussed in our new booklet, "Facts for the Buyers of Advertising." We will be pleased to supply you with one or more copies; write direct or to the nearest office.

J. C. BILLINGSLEA 133 W. Madison St.

NEW YORK
A. H. BILLINGSLEA
343 Madison Ave.

ST. LOUIS
A. D. McKINNEY
3413 Syndicate Trust Bids.

MINNEAPOLIS
R. R. RING
Palace Bidg.



ATLANTA, GA.

400,000 GUARANTEED

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Think Twice on Traveling Window Displays

A Window Display Will Not Move in an Unobstructed Path from One Store to Another Because a Manufacturer Believes It Should

THE RONALDS COMPANY, LTD.
MONTREAL, CANADA, August 21, 1924.
Editor of PRINTERS' INK:

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Quite a long time ago an article appeared in Printers' Ink Monthly regarding some firm in the United States that was sending around a traveling window display to its dealers.

We should greatly appreciate it if you would let me know as soon as possible in what issue of PRINTERS INE MONTHLY that story ran, and, if you will also give us any other information which you may have regarding similar returnes on the part of manufacturers or jobbers. Would also be obliged if you would let us have the address of any firms you know of using this method

any firms you know or using.

As part of a plan which we are dereloping for one of our clients, we are
reposing a traveling window display.

We may mention, by the way, that this

firm is a manufacturer of men's clothing.

We are very desirous to get all information possible regarding window displays

of this character.

THE RONALDS COMPANY, LTD.

THE subject brought up in the foregoing letter has been discussed a number of times in both PRINTERS' INK and PRINTERS' INK MONTHLY. Quite a few concerns have tried the experiment of routing window displays from one retailer to another. While some companies have found this plan to be successful, the majority of those who have tried it concluded that the results were anything but satisfactory.

If a window display is valuable enough to make it advisable to route it from one dealer to another rather than give the display outright to a dealer or else sell it to him, it is likely to be so elaborate and complicated as to make it difficult to route it around the country. It is expecting too much, that a retailer will take the time to put the display together, pack it and then forward the box to some other retailer. The manufacturer may try to make it as easy as he can to forward his display, but the chances are that he will not be able to make the plan simple enough to keep the exhibit moving.

A large advertiser in the textile field recently designed a display that cost nearly \$100. He had fifty copies made. The plan was to move these fifty displays from one department store to another. The first store that received the original display installed it as planned and sent it to the second store, according to schedule. The second store used the display but did not forward it. The advertising manager personally went to the city where the display stopped moving, and himself started it going to the third city. The display stopped again in the third city. A salesman of the company started it moving from there. It stopped again in the fourth city, and while the display has now been in fifteen or sixteen cities the records show that only one retailer forwarded it to the next one according to schedule. The company has abandoned its original plan and is now depending on its salesmen to keep the exhibits moving.

This is a common experience. Even though the dealers do forward the exhibit it is frequently found that when it arrives at the next store that the mechanism is either broken or the lithography so soiled that it is impossible for the thing to be used again without repairs. Because this is true most manufacturers regard as impractical the plan mentioned by our correspondent. They have found it better if the display is costly to have a direct representative of the company forward it from one store to another. This is the scheme, we believe, that is used by the Sun-Maid Raisin Growers, and by many others in the grocery and drug fields. These companies have window display crews that not ony sell but also put in the displays for the dealers and where there is an expensive piece the men forward it to the next store. Another plan which is rapidly

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coming into vogue is to have the manufacturer's window display department travel on wheels from one town to the other. A number of concerns have a fleet of advertising cars that cover sales territories with as much regularity as does the sales force. The R. M. Hollingshead Company, of Camden, N. J., follows this method. In fact manufacturers are finding that window and store display material must be sold to retailers quite as much as their regular merchandise is sold. The retailer must be offered incentives to get his space. These incentives need not be financial. Good arguments are quite as effective.

There is a lot of competition today to get the retailer's window. A retailer has a great many opportunities to rent his windows. A neighborhood druggist was telling us the other evening that while he does not make any attempt to rent his windows they are nevertheless rented about half the time. Someone is always coming along with a proposition to use his windows that he cannot refuse. Not long ago he gave one of his windows to a correspondence school, the consideration for two weeks' time being free tuition in any of the courses given by the school. Generally speaking the small business man hasn't time to make attractive window displays. He realizes the value of such exhibits, however, and will usually give his window to anyone with a legitimate proposition that comes along, if they will trim the window themselves. The small retailer is delighted to have an expert window decorator come to his store and to trim his windows, without putting him to any trouble or fuss.

A manufacturer who has been extraordinarily successful in getting the use of windows in department stores recently told us how he does it. The windows are often absolutely in charge of the window display manager. Of course he works with the merchandise manager, and with the buyers, but just the same it is difficult to get anything into a window if the window display manager is opposed to it. Often

the window trimmer will veto a line simply because it is hard to display. This manufacturer furnishes material to make his line easy to display. Regardless of this, it takes a window man sev-eral hours to make a good trim. Window trimmers often work all night and sacrifice their sleep and free time for the good of some manufacturer. The manufacturer to which we are referring appreciates this. He always offers to reimburse the trimmer for his time and for the personal trouble to which he has been subjected. Seldom is his offer accepted, but the fact that he makes it gets him on the right side of the window manager.

We are citing all this to show that there is a resistance to window co-operation just as there is to every other kind of co-operation that a manufacturer wishes to obtain from a distributor. Of course this resistance can be overcome, but the fact that it is there shows why a window display will not move in an unobstructed path from one store to another just because a manufacturer planned it that way. As a rule, the manufacturer must do more than plan. He must get busy and do something himself, to keep the exhibit moving.—[Ed. PRINTERS'

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Railway Advertises to Stimulate Summer Business

In a campaign to increase its number of car riders, the Philadelphia Rapid Transit Company is using newspaper advertising to call public attention to the attractive country places within reach of its lines. Readers are told to take advantage of the beautiful outdoors in their desire to get away from the sweltering heat of the city. Silhouette illustrations show familiar scenes of picknickers, canoers and river excursionists. The copy is captioned, "A New Place to Go Every Day" and the reader is told that the company has forty-four trolley and bus lines which reach different parks and outing places.

Shirt Account with Joseph Schmidt Agency

The Union Supply Company, Cincinnati, manufacturer of men's shirts, has appointed the Joseph Schmidt Advertising Company, Cincinnati, advertising agency, to direct its advertising account. Magazines and agricultural papers will be used.

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Adlverising

THIS AGE OF ACTION

(and how it relates to newspapers)



For better or for worse this is an age of action.

No longer are we permitted to daudle through the days. The hands of the clock race 'round with terrific speed. There is so much to be done in such a short space of time. To remain abreast of the world and its activities is an herculean task.

Your modern men and women learn by doing—and play to progress by more doing. They study life under the greatest master of them all—Lire itself. Daily contact with the world gives them their philosophy.

Quite naturally it is the greatest body of people sharing common ideals that establishes the character of an age. And today action is the keynote—action with Youth in the saddle and riding high. In Chicago, where they do things, One Evenino Newspaper has enjoyed a remarkable circulation growth. For more than three years the Chicago Evening American has dominated the afternoon field, leading its competitor by a substantial margin.

This is so because the CHICAGO EVENING AMERICAN is a newspaper conducted according to the ideals of the ACTIONISTS. It adequately covers all departments of modern journalism in a crisp, brisk, entertaining manner. It reflects the spirit of energetic, progressive Chicago.

The advertiser in the CHICAGO EVENING AMERICAN not only reaches the greatest number of potential prospects, but he reaches people who Buy instead of Shop.

CHICAGO EVENING AMERICAN
a good newspaper

Is the Salesman's Job Being Changed?

IS the job of the traveling salesman undergoing a change? It is according to Arthur Freeman, president of the Einson-Freeman Company, Inc. In a speech before the National Council of Traveling Salesmen's Associations at a meeting in New York last week, Mr. Freeman declared that the days of the traveling salesman were numbered. If the traveling salesman would survive. Freeman said, then he must give up the obsolete name of "traveling salesman" for the more important one of "traveling merchandise man."

According to the speaker this change is being brought about by the increasingly large quantity of merchandise which is being moved through chain and department stores, co-operative retailer associations and mail-order concerns with little or no assistance from the traveling salesman.

Because of these conditions, the speaker said, it is necessary that traveling salesmen become merchants and realize that their big job is to help retailers merchandise to better advantage.

Several ways in which they can become genuine traveling merchandise men were suggested by the speaker. Here is his prescription: The traveling merchandise man must know and understand the following five rudiments of merchandising: Buying, marking, stocking, displaying and presentation. These rudiments were explained in detail by Mr. Freeman. A summary of his explanation follows:

Buying: No man can be a good buyer without also being a good seller because to buy without the selling idea was to buy wrongly. Nothing will cure poor buying as quickly as a better understanding of selling.

Marking: Salesmen must learn more about marking so that they can perform their part in correcting what is considered one of the dealer's greatest weaknesses. This is the mistake of marking goods at prices which the merchant wants to get instead of pricing them at what the goods are worth

Stocking: Further protection will be afforded the salesman's trade if he will make himself familiar with the problem of stockkeeping. The stock sheet is the "dope sheet" of merchandising. Merchants should be instructed on the importance of keeping a stock sheet so that they will always know when, where and how to buy, when to mark up and when to mark down, when to push sales and when to sit tight.

Displaying: The salesman also must learn the elements which constitute productive displaying of merchandise in the dealer's windows and on his counters. Successful display is based on the following five principles: Frequent change, sales appeal, timeliness, advertising hook-up and imagination.

Finally, the salesman should prepare himself to show dealers how to transmit the four elements already mentioned to their advertising and over-the-counter selling, which completes the fifth and last step, presentation.

THE IMPORTANCE OF TURNOVER

Mr. Freeman urged that salesmen seriously make it their business to study what successful chain and department stores are doing along the lines of modern merchandising. By doing this, he said, salesmen will develop a constant source of merchandising information which will aid establishing more progress progressive methods among their retailers. In conclusion, Mr. Freeman said: "Actual sales will take care of themselves because what you have to offer the merchant in the last analysis is not goods but turn-overs. Your value to your house more and more is going to be in proportion to the extent that you show your trade not how to buy your goods merely, but how to merchandise them.



Milline Costs!

(Milline: The cost of circulating) an agate line one million times.

THE direct advantage which the advertiser receives from increased circulation is perhaps best emphasized by the following comparison of milline costs:

(Based on 5,000-line Contract)

	This Year		Last Year	
	City Circulation	Total Circulation	City	Total Circulation
THE WORLD	\$1.70	\$1.54	\$1.78	\$1.63
THE EVENING		*		
WORLD	\$2.00	\$1.87	\$2.28	\$2.17

On the same basis, the complete WORLD SERVICE, Morning, Evening and Sunday, can be purchased at a milline cost of \$1.36, a reduction of 9 cents over the corresponding costs of a year ago.



MALLERS BUILDING CHICAGO SECURITIES BUILDING SEATTLE, WARH.

NEW YORK

SAN FRANCISCO, CAL.

PULITZER BUILDING GENERAL MOTORS BUILDING DETROIT

CHANCERY BUILDING TITLE INSURANCE BUILDING LOS ANGELES, CAL.

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-- it keeps a lot of grocery store busy supplying the 49th State

13,828,134 meals a day!

have to have. It's a sizable grocery order to they place every morning.

For just think how many of these people the

are-more than 41/2 millions dwelling within t wealthy district!

Think of that 49th State appetite! . . of the delicacies required to satisfy it.

Just to give each 49th Stater a single slice of bre with each meal calls for 280,403,220 loaves a ye Butter? 157,727,085 pounds are needed give each 49th Stater one service with each me

in the year.

St. Louis (Blobe ove I

F. St. J. Richards, New York Guy S. Osborn, Chicago J. R. Scolaro, Detroit

coffe ounds Prese Bacon Cheese hem b Here ations. 9th St It's a hose a hed. Men. reates tates. Not j tate st circle

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If each adult in the 49th State is to have a cup f coffee every morning for breakfast, 17,365,970 omds are required in a year.

Here is a steady and exacting demand for daily ations. . . . The 49th State must eat, and the

It's a state of busy people—vigorous people, hose activities demand that they be well nour-

Men, women, boys, girls, infants—one of the reatest markets for food products in the United

reatest markets for food products in the United lates.

Not just St. Louis, remember. . . . The 49th

hat stretches out 150 miles in every direction circle in which a famous newspaper is the greatst single sales influence.

That newspaper is the Globe-Democrat.

Just consider what a powerful ally the Globe
emocrat is in selling food—or anything.

The Daily circulation of the Globe-Democrat exceeds that of every other St. Louis newspaper!

The Daily circulation of the Globe-Democrat in the 49th State outside of St. Louis is more than three times that of the first evening paper!

The Sunday circulation of the Globe-Democrat in the 49th State outside of St. Louis is greater than that of the other Sunday newspaper!

75.9% of the total Sunday circulation of the Globe-Democrat is concentrated in the 49th State, including St. Louis!

And the Globe-Democrat knows this market.

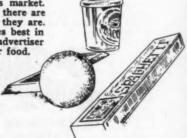
... Knows how many retail outlets there are the 49th State, and who and where they are.

... Knows what the 49th State likes best in a way of food.

... Knows how an advertiser

thin the notion of the state of the state of the such that the newsFor the Globe-Democrat is the newsper of the 49th State. No other paper the claims such influence in this mar-

Ask us for any help we can give you. Help us keep the 49th State well fed.



Democrat

Loui argest Daily

C. Geo. Krogness, San Francisco Dorland Agency, Ltd., Lenden

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Are you advertising where there is buying power

A CCORDING to the Bureau of Agricultural Economics, Oklahoma farm conditions are the best since 1920.

Only three times in the last twenty-two years has Oklahoma's acre-yield of wheat exceeded this year's yield.

This year's wheat production will exceed slightly 53,000,000 bushels.

With normal conditions until harvest, Oklahoma's corn crop of nearly 75,000,000 bushels will be twice as much as last year.

Cotton is expected to exceed 1,131,000 bales, about 500,000 bales more than last year.

All other crops are proportionately good, with the result that authorities agree farm sales will continue to improve, with the probability that farm buying power in Oklahoma will pass the much talked of year of 1913.

Such favorable conditions offer a dependable market to advertisers. Make your product known to three-fourths of Oklahoma's farmers through the Oklahoma Farmer-Stockman, the State's only farm paper.



Edgar T. Bell, Adv. Mgr. Oklahoma City, Okla The Oklahoma Farmer is now consolidated

with the Oklahoma Farmer-Stockman

E.KATZ SPECIAL ADVERTISING AGENCY New York Chicago Kansas City Atlanta San Francisco

ONE OF AMERICA'S GREAT FARM PAPERS

Seeking Safety through New Markets

An Unadvertised Tool Business, Dependent upon Automotive Industry for Its Prosperity, Takes to Advertising as a Guide to New Markets

PUTTING all the eggs in one basket is a dangerous procedure, as a rule. Sometimes it works out satisfactorily, but usually the danger of upset is always present. In the case of markets it is much safer to sell a comparatively small amount of goods to each of a large number of customers than it is to dispose of one's whole output to a limited

number.

The Vlcheck Tool Company, of Cleveland, up to a year ago, was somewhat in the position of hav-ing its eggs all in one basket. Over a period of years this company had become one of the foremost makers of automobile tool kits. In addition to supplying kits to car manufacturers as original equipment, tools were also distributed through the retail automotive trade. The company's business was closely allied to the fortunes of the automobile industry. Therefore it lacked balance. When depression came into the automobile field the comparatively small volume of trade which the company enjoyed from the hardware, mill supply and machineshop markets would not keep the factory going.

In the automotive markets the name Vicheck was pretty well known. It was not so well known, however, in the other fields. these markets promised a more or less steady flow of business from year to year. Such business would easily compensate for the valleys in the automobile demand and this would, of course, stabilize The company had production. not been an advertiser up to this time, but it was seen that advertising was the only force which would make it possible to gain this other market. So the company became an advertiser.

Advertising, the company felt, would not only accomplish the opening of this new market but

would also help in five other ways. It would keep the company's name before the automobile trade. It would turn an uncommon name into an asset instead of the liability it had been. It would acquaint the industrial world with the company's advanced tool-manufacturing methods, some of them revolutionary. It would provide steady employment for a picked force of toolmakers recruited from among the best in this and foreign countries. And it would make selling easier for the company's representatives who had repeatedly asked for advertising support.

The company did not assume that a year's investment in advertising would establish its line in the new fields. All that was asked of the initial schedule was that it make the name Vlcheck known as that of a first-class tool, whether a ball pein hammer, a wrench, a chisel or a pair of pliers, and that it help to make the pronunciation of the name simple and easy to remember; to wit, "Velcheck."

The campaign began in October, The mediums selected included publications which appealed to the hardware field, the automotive field and the mill supply market. In all, twelve publications were used. Color was employed to gain attention. copy described in non-technical language the Vlcheck process of tool making which was felt to be the most advanced in the history of tool making. The advertising, for the most part, was concentrated upon the four most widely used and popular items, viz.: Ball pein hammers, chisels, screwdrivers and open-end wrenches. addition to business-paper space, four window-display cutouts and direct-mail material were

To authentically stage the copy and to convey the atmosphere

desired, true-to-life action photography was employed. The tools were photographed in use in the hands of some of the company's most skilled mechanics and were so handled as to reflect the allround quality, feel, balance and comfort of the tools. The tool halftones were given a "cutaneous feel"-that is, they stood out on the page so as to invite the reader to pick them up as he would in a Although the principal purpose of the advertising was to project the company's personality into the public consciousness, copy was developed in an interesting way so as to invite inquiries. All inquiries received, and they came in goodly number, were referred to jobbers and dealers and were closely followed up by the company. Inquirers were sent a copy of the company's catalogue and a memorandum blank which they were asked to take to their hardware or accessory dealer, assurance being given that the dealer could obtain Vicheck tools from his jobber. If the inquiry came from a machine shop or manufacturer, the inquirer was referred to the jobbers in the territory.

It is difficult for the company to trace the definite volume of business due directly to this advertising, inasmuch as the company co-operates closely with its jobbers and dealers and fills all orders through them; but if the number of inquiries is any criterion the returns were satisfactory. The company feels that its first year of advertising accomplished the result desired; that is, the introduction of the company and its tools to logical markets, inasmuch as comments were received from many different sources, such jobbers, dealers, purchasing agents, etc.

Plans to Advertise Line of Watch Cases

The Elder Company, New York, maker of watch cases, has made application for registration of the trade-mark "Clairbel" for use on a new item in its line of watch cases. The company's business-paper and direct-mail advertising is now featuring the Clairbel case. In the near future, the company plans to advertise its general line.

Salesmen Should Test Compensation Plan

WHAT does the salesman think of the plan of compensation used by his employer? Is it fair and equitable? Is it backed up by incentives which keep his interest stimulated? These are questions which every salesman should answer to his satisfaction in testing the particular plan under which he works, according to C. K. Woodbridge, president of the Dictaphone Sales Corporation, New York, who discussed the subject of compensation before the National Council of Traveling Salesmen's Associations at New York last week.

The greater part of Mr. Wood-bridge's remarks were devoted to an analysis of the fundamentals upon which compensation plans are based, and followed thought expressed by him in two articles which appeared in PRINT-ERS' INK of April 24 and May 1 under the title "An Analysis of All Plans That Have Been Used in Paying Salesmen." In his second article Mr. Woodbridge told sales managers how they could test the efficiency of their plans. He carried this idea further in his discussion before the salesmen's council, drawing his conclusions from the angle of the salesmen and bringing out the responsibilities which they must assume in making a plan effective.

"Granted that a plan of compensation is fair and profitable to both partners, the great majority of men require new spark plugs. new oil, new gas or, in other words, stimulation, if 100 per cent performance is to be se-cured," Mr. Woodbridge said. "Does your firm provide you with incentives that stir you to action and develop your initiative and imagination?" The answer should be in the affirmative, he continued, if the salesman is to receive the direction necessary to make him exert full effort and realize most on the time and work he is investing in his employer's interest.

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ost stlend for the Book of circulation!

Advertisers will want it!

Space buyers should have it!

Tells the inside story Of the circulation Of the World's Greatest Advertising Buy!

Tells why it is!

It will save you many Minutes many times!

Ask us!

Gratis-surely!



1834 Broadway, New York

THE AMERICAN WEEKLY is distributed with the following Sunday Newspapers:

New York—American Boston—Advertiser Washington—Herald Atlanta-American Syracuse—American Rochester—American

Chicago—Herald and Examiner Seattle—Post-Intelligencer San Francisco—Examiner Los Angeles—Examiner Fort Worth—Record Times

Times

San Antonio-Light

Milwaukee-Sentinel & Sunday Telegram

"If you want to see the color of their money - use'color'."A.J.R.

What Is a General Advertising Campaign?

An Answer to This Question and Other Allied Questions Are Found in Complete Report on Dispute between New York Newspaper Publishers and Typographical Union

WHAT is a general advertising campaign? When is an advertisement a part of a general campaign? What is a "factory branch store"? What is merchandise? What is a New York con-

Answers to these questions were given last week in an interpretation of a contract between the Publishers' Association of New York City and Typographical Union No. 6 of that city. Although the decision only affects the newspaper publishers of New York it is important because it sets a precedent for other cities, and because such definitions stand ready to be called into action in other controversies.

The publishers and the union had disputed the interpretation of certain sections of their contract under which the union requires the resetting within four days of all type matter or plates furnished to the publisher. The opinion was rendered by George Gordon Battle, chairman of the New York arbitration board. The following sections, bearing the numbers 32 and 33, of the contract were the subject of dispute:

32. The practice of interchanging, exchanging, borrowing, lending or buying of matter previously used, either in form of type or matrices between newspapers or job offices not owned by the same individual, firm or corporation and published in the same establishment, is unlawful, and shall not be allowed; provided, that the reproduction of the original of such type, matrices or plates in type within four days of publication shall be deemed a compliance with this law. law.

33. All type matter in local advertise-33. All type matter in local advertisements, when matrices, cuts, type matter or plates are furnished the office instead of copy, shall be reset as nearly like the original as possible within four working days of publication. A local advertisement is construed to be:

(a) The advertisement of any concern, firm or corporation distinctively a New York concern, where such advertising is not identical with and a part of a gen-eral advertising campaign; (b) The advertising of any New York retail concern, firm or corporation (except a factory branch store) selling more than one sort of merchandise direct to the consumer. All advertising not answering this description shall be deemed out-of-town advertising and need

not be reset;

(c) Type matter in local advertisements as determined above when reproduced by the photo-engravers' processes.

Provided it shall not be must be reset. Provided, it shall not be necessary to reset, hand-lettered portions of such advertisements or roto-gravure advertisements:

(d) Financial offerings of securities advertising other than local issues shall

not be reset.

As defined in clause "A" of paragraph 33, the publishers claimed that the language of the clause, "distinctively a New York concern," applied only to concerns incorporated under laws of New York State. Consequently, they held that a concern organized in any other State, even though it had a New York office, could not be distinctively a New York corporation. The union, on the other hand, claimed that any corporation doing a large part of its business in New York and closely associated in the public mind with New York, is distinctively a New York concern. The chairman concurred in the contention of the union, giving as his opinion that the ordinary acceptation of the disputed phase implied a concern within the union's definition, having its main office in New York even though its charter might be in some other State.

A phrase in the same clause called for a distinction between local and national copy. According to this clause copy must be reset "where such advertising is not identical with and a part of a general advertising campaign." The union contended that, in order to be exempt from the requirement of resetting, such advertisements must be identically

MORNING PAPERS

GET ACTION

LEADERSHIP

N the first seven months of 1924 The Cincinnati Enquirer carried 409,788 lines of passenger car display advertising.

This is more than all the other three papers in Cincinnati combined and is by 46,460 lines more than twice as much as the second best paper.

In May, June and July, The Enquirer carried 74,168 lines more than all the other three papers combined, showing a neat gain over the same period of 1923, while the second best paper established a loss of 18,326 lines.

For many years The Enquirer has led all Cincinnati papers in automobile advertising. Remember this on your fall schedules: The Enquirer alone will serve the Cincinnati territory for you.

I. A. KLEIN Chicago New York

The

R. J. BIDWELL CO. 742 Market Street San Francisco

CINCINNATI

One of the World's Greatest Newspapers

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South

No.1 Education "To make the South a Land of Plenty, a Lan of Beauty, and a Land of Rural Comradeshi -CLARENCE POL

Twenty-five years ago there no agricultural school system in South-except a few scattered room school houses-and a com sory school term was regarded "usurping the right of parents to trol their children."

Today the South has a system consolidated schools, rural h schools, and agricultural coll second to none.

Perhaps the most important complishment of this paper in past 25 years is its acknowled leadership in the establishment of educational system to meet the n of the rural South.



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IVI CEF OMAN CHIMATE the same without any variation from those printed elsewhere and must form a part of a general advertising campaign. The publishers claimed that where the import of two advertisements is the same, for the purpose of the application of the contract, they should be considered as identical.

The meaning of the word "identical." the chairman said. fell between these two contentions. In his judgment slight variations of detail, such as are necessary because of difference in places of publication, do not, for the purposes of the contract, prevent the advertisements from being identical with each other. On the other hand he did not think it sufficient that the import of the advertisement be the same. In his opinion any two advertisements relating to the same subject matter, containing substantially the same language and having substantially the same form and setup, may be considered as being identical with each other.

When is a campaign general? The union contended that a general advertising campaign, within the meaning of the phrase, "a part of a general advertising campaign," must be a campaign appearing in at least a dozen or more cities and including only advertisements printed in daily newspapers of other cities. Objection was raised by the publishers to the required number of cities. They insisted that consideration also must be given to advertisements appearing in periodicals other than daily newspapers.

Although he did not believe that a fixed minimum of twelve cities was necessary the chairman stated that there should be a substantial amount of advertising in other than New York newspapers if advertisements were to be classed as part of a general campaign. In a summary of this question, Mr. Battle's opinion states: "In determining whether there is a general advertising campaign, the fact that there is advertising in periodicals other than newspapers should be considered, but in addition to such publication there must also be a substantial amount of publication in daily newspapers outside of New York."

The union's interpretation of clause "B" of Section 33 regarding what constitutes a "factory branch store" is upheld by Mr. Battle and in his opinion he says:

"The words 'factory branch store' apply to the branch store of a factory located outside of New York.

"Also the section provides that a factory branch store, in order to be exempt from the requirement of resetting, must sell more than one sort of merchandise direct to the consumer."

A DEFINITION OF MERCHANDISE GIVEN

In applying this provision the publishers debated the meaning of the word "merchandise." They claimed that used in this connection it included "anything which is capable of being advertised for sale, anything for the possession or acquisition or enjoyment of which one man is willing to or customarily pays another." Mr. Battle said he could not agree to so broad a definition. opinion the term "merchandise" as used in its ordinary significance, includes "all those things which merchants usually either wholesale or retail. These things so sold by merchants are the commodities in which merchants trade. They are the objects of commerce. They are movables customarily bought and sold for profit having ordinarily an intrinsic value in bulk, weight or measure." The term "merchandise" in his opinion does not include service as is rendered by telephone companies. It does not include bonds, nor would it include, as contended by the publishers, a cemetery lot. It includes, as the word signifies, articles which are usually traded in by merchants.

The chairman also upheld the contention of the union that reset advertisements should be proof-read. The union's requirements that the reset shall be as nearly like the original as possible, he maintained, implies that the proof shall be read.

AINS!

The October 1924 print for

THE DELINEATOR and

THE DESIGNER

BUTTERICK COMBINATION

1.905.000

(The October 1923 print was 1,780,000)

The October issue is on sale September 5th

Advertisers who used space in The Delineator and The Designer during the past eighteen months received an average circulation of

206,490 copies more than the guarantee covering that period.

THE DELINEATOR

THE DESIGNER

THE BUTTERICK PUBLISHING COMPANY





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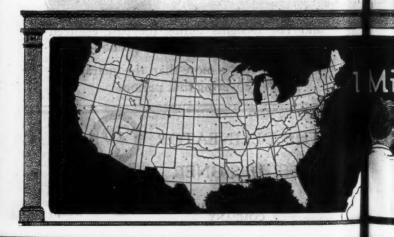
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Standa Standa

A plan adopted by the PAINTED OUTDOOR ADVERTISING ASSOCIATION

IN nearly 100 Cities



buy n your office desk

dized

Booklet—just off the press—describing this advantageous plan will be sent to any executive.

Write to

PAINTED OUTDOOR
ADUERTISING ASSOCIATION
Custer Avenue, Detroit, Michigan

NORTH BERGEN OAKLAND PAMAIC PAWTUCKET Poar Huson PORTLAND (Mr.) PORTLAND (ORE:) и Антоню SPATTLE SHREVEPORT SHOUX CITY SPOKANE STAMPORT TAMPA Topera TRENTOR UMON HILL Wast HOSOKEN WEST NEW YORK WHEELING WICHITA FALLS WILMINGTON (N. C.)

CALGARY EDMONTON HAMILTON LONDON

BORDER CITY

Million Circulation in 100 cities for \$423 per day

Do You Know?

- 1. That for the first six months in 1924 THE FARMER'S WIFE magazine produced 67% of the total gain in food product advertising in all of the seven national women's magazines in its field combined.
- 2. That considering the eight national farm papers, THE FARMER'S WIFE made 45% of the total gain in food product advertising in all eight national farm publications combined, over the same period of time.

Food product advertisers realize more and more the value of reaching the largest and most important class of individual cooks and bakers in the United States today,—the women on the farm.

750,000 farm women in this class can be reached thru the only magazine published exclusively for them,

FARMERS WIFE

The National Magazine for Farm Women SAINT PAUL, MINNESOTA

WALLACE C. RICHARDSON, Inc. 95 Madison Ave., New York STANDARD FARM PAPERS, Inc. Transportation Bidg., Chicago Deal

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How Established Retailers Feel about Exclusive Agencies

Dealers in Merchandise Requiring Considerable Investment Say That They "Sell" Instead of "Handle" When Given Exclusive Agency

By James True

PERHAPS the most significant statement on the subject of exclusive agency selling from the retailer's viewpoint, made during recent interviews with a score of prominent dealers in several cities, was voiced by David Lampe, advertising manager of The Hub, of Baltimore, when he said:

The acceptance of an exclusive agency proposition on an important line of goods by a retailer is equivalent to his taking a new partner into his firm. The success of the venture will depend almost entirely on how completely the ideas, selling plans, methods and policies of one agree and harmonize with those of the other. You should first determine that you're going to get along amicably. And to fulfil its promises, an exclusive agency arrangement must prove to be a profitable advantage to both the manufacturer and the retailer.

"If the manufacturer uses such an arrangement merely as a last resort to land desirable accounts, and not as a matter of established policy, it is liable to result eventually in a costly experiment for, the retailer. The manufacturer should realize that he has the advantage of the retailer's local reputation, personal contact with the trade and advertising, for the average dealer is inclined to recommend, feature and advertise the goods he controls in his town. The manufacturer should also realize and acknowledge that the dealer has a proprietary right in the good-will and demand he assists in building up for the goods in his locality. Neither should lose sight of the partnership idea. "Since this business was estab-

lished twenty-seven years ago, it

has been our policy to control our principal lines wherever pos-

sible. We handle ready-to-wear

for men, women and children, and I believe that many lines now sold generally could be better sold on an equitable basis of exclusive agencies. We are much more inclined to consider new lines when they are offered to us exclusively in Baltimore. When we buy such lines, we are more inclined to advertise and feature them than the goods we handle which are also sold by other stores in town; but before we accept any exclusiveagency proposition we are just as careful in the study of the manufacturer's methods and policy as we are in our examination of the merchandise."

RECOMMENDS STUDY OF DEPART-MENT STORE SELLING

Of course there are many advertised lines and articles that cannot be sold profitably through exclusive agencies because of the frequency of their purchase by consumers and the smallness of their prices; but the investigation strongly indicated that agency selling could be adopted in a number of lines that are now generally sold, and with profitable advantages to both manufacturers and retailers. Among those interviewed, the most enthusiastic advocate of more and better agency selling is Clifford M. Crosslev. advertising manager of Stewart & Company's department store. also of Baltimore, who related several experiences to prove his contention. For ten years Mr. Crossley was a member of the advertising staff of John Wanamaker's Philadelphia store, and for many years he has made a special study of various phases of department-store merchandising.

"It is essential," he declared, "that manufacturers of advertised goods acquire a better understanding of the department store's

selling problems, and I am con-vinced that a better knowledge of our difficulties will result in a prompt and widespread development of the exclusive agency sell-

"Ever since the deflation period partment-store field has been beset by price cutting in practically every city in the country. special price appeal is a thing that we always have tried to get away from, except for necessary clearances, and I believe that every department-store management that is progressive feels the same way about it. There is nothing that encourages price cutting like selling an advertised article or line to several competitive stores in a locality, and by adhering to such a policy the manufacturers of numerous lines are actually assisting in building up one of our greatest handicaps to better busi-

"Successful department - store advertising must be news in the highest sense of the word; it must announce and explain interesting events, and, of necessity, it must carry as many exclusive features as possible. Of course the cutting of prices is a simple, easy way to manufacture events; but when it is continued day after day, season after season, it creates undesirable impressions on the public mind and becomes a

demoralizing influence.

"A more important and interesting event is the fact that a desirable article or line can be purchased in Baltimore only in our store. Every advertised line that is sold to us exclusively gives us advertising opportunities. lines enable us to advertise features that bring people to the store, and without the lure of cut

"When new lines are offered to us the first question we ask is whether we can control them. We know from experience that by featuring and advertising a good, exclusive line we can increase our business more than we can by holding any number of special sales based on price, for the reason that the business on the exclusive line repeats and builds up. while the price sale tends to create one-time purchasers. Our heaviest purchases go into our exclusive lines, and we always give them preference in our store and window displays and in our adver-We consider them our most important merchandise, and only by giving us an exclusive agency can a manufacturer secure our full co-operation."

COMPLETE CO-OPERATION

So much for the interests of the progressive department store; but how does the manufacturer fare in selling his goods on the exclusive - agency basis? Crossley is convinced that, with comparatively few exceptions, all manufacturers in the field could simplify their businesses and distribute their goods more economically by adopting proper forms of the exclusive-agency plan. In support of this claim he referred to an extensive advertising campaign he was preparing on a line of blankets, and continued:

"Last season we accepted an exclusive proposition on the line and made it a success. This season we are determined to sell more of it, and we shall advertise it generously. We shall co-operaate fully with the manufacturer using his dealer helps, tying-up with his national advertising, featuring the goods in our windows, and doing everything in reason to sell as large a volume as possible.

"That is the program we followed last season. The merchandise is of excellent quality, and it was advertised effectively by the manufacturer. As soon as the national campaign had started we used liberal space in announcing the fact that we handled the goods exclusively in Baltimore. made a special event of our first sale, devoting a number of windows to a week's display early in the season. That was good news for us to announce. The goods were important, the season for them was just beginning, and we considered that the proposition was well worth a week's special effort.

"The business of the best day



Our September Issue a steady increase!

- Advertising Gain
 over last September 11.96
 over September 122 76.96

MATION'S BUSINESS Washington

155,000 (irculation (romand-186)

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of the week reached a total of \$14,000 on the line, and we secured regular prices for the blankets. That will give you a hint as to the volume for the season; it was entirely satisfactory to us, and we were assured by the manufacturer that it went far beyond his expectations.

"Now, without doubt, the manufacturer could have sold four or five accounts in Baltimore, possibly more. The national advertising was sufficient to create calls for the goods, and it is probable that we would have bought the line to supply the demand from our customers created by the advertising. But I am sure that we would not have bought more than 5 per cent of the volume we were able to dispose of on our exclusive-agency plan. We cannot afford to advertise and feature any branded line that is regularly sold three or four competitive stores.

"Our experience with the blanket line was not unique by any means. You will find that all of our important departments carry exclusive lines that are relatively as productive. Silks are one of our most important lines, as they are in every department store. And we expect, this season, to take on a certain well-known line of silks exclusively.

AGENCY SELLS WHOLE LINE

"If this line were not confined to us our silk buyer would go through it and select the best patterns and grades for our trade. In all, we would not buy more than three or four thousand yards. But with the line confined to us, we would buy it liberally, and put behind it all of the power of our selling organization. On an exclusive-agency basis we could handle at least 40,000 yards during the season.

"That, I think, will give a fair idea of the difference between the goods we merely handle and those we sell. We aim to spend 3½ per cent of our volume in advertising. Our distribution is close to 100 per cent, since we can, during the course of a season, attract to the store practically all of the people in our community

who constitute the classes of trade we desire to serve. Therefore, it seems to me that the exclusive-agency plan of selling is just as advantageous to the manufacturers as it is to us, and, with certain exceptions, I believe that all of our manufacturers would arrive at the same conclusion if they would study the needs and problems of stores like ours throughout the country and investigate the conditions of retail distribution today."

Even among the smaller stores there appears to be a growing tendency to offer co-operation only to those manufacturers who sell their goods on the exclusive plan. And in the case of well-located, progressive stores, the retailers are pretty generally convinced that it is to the interests of the manufacturers to sell them exclusively.

It was a very hot day and there were comparatively few people on the streets of Richmond; but Howell Brothers' store was exceptionally active. The salespeople were all busy, and several customers were waiting to be served. R. A. Frayser, in charge of merchandising, explained that the store continued its advertising throughout the summer, and that it had experienced no hot weather depression.

Howell Brothers handle hardware and sporting goods, and Mr. Frayser said that, wherever possible, the store confined its purchases to exclusive - agency lines. Discussing the subject, he mentioned two points that seem to be particularly pertinent.

"We have demonstrated many times," he said, "that we can sell much more of a line or article that is placed exclusively with us, than we can a similar line or article sold to several stores. If a line is so extensively advertised that it is to our advantage to put it in, regardless of the fact that other stores carry it, we merely supply the demand created by the advertising.

"Furthermore, we buy just as little as we can to represent the generally sold line. It is not advisable for us to buy it in anything like the quantities we buy

(Continued on page 81)

The problem most national advertisers must solve-

is not so much how to do MORE advertising as how to get more OUT of it—

How to use it, not only to create consumer acceptance, but to convert this acceptance into SALES:

Success in solving this problem will largely determine the

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ent the not adin anywe buy leaders in American business. The necessity of a solution is more far-reaching than just the matter of economy. Changing conditions demand it; old standards are inadequate; the complexity of our changing social life demands it; competition demands it; rising distribution costs demand it. Mere spending of more money is worse than waste.

This problem is being successfully met and profitably solved.

IT is being done by making the advertising plan and expenditure place a requirement upon the business. This requirement involves complete acceptance of the obligation placed upon executives and salesmen alike to make fullest use of the advertising (1) as a yardstick to determine accomplishment; (2) its correct interpretation to the sales organization; (3) to convey to the trade a correct understanding of what advertising means and the obligation that trade must assume in its own best interests. Those manufacturers who are placing these

requirements upon themselves are solving the problem of getting greater returns from their advertising and sales investment.

LIBERTY believes that the publisher likewise must assume his share of the obligation in the effort to get more out of advertising. Liberty was made an altogether different weekly in order to help manufacturers, jobbers and retailers meet their new selling requirements. It makes these three definite contributions to business:

1—Greater visibility of advertisements is Liberty's first service to manufacturers and distributors. A bold and unique makeup places advertising on an equal footing with editorial content. Advertisements run opposite a page of reading matter. Each gets 100% attention. They are not bunched. Since every story or feature reads through completely without turning to the back pages, every part of Liberty has lively reader interest.

2—The whole-family appeal of Liberty insures more efficient selling. With news pictures of world-wide events, editorials, fiction and special articles for young and old, sports, fashions, etc., Liberty provides a thorough coverage of the entire family. Advertisements in Liberty are seen by the buying unit—the whole family. Merchants everywhere testify

to the number of cases in which the woman helps select the man's new suit; the part the man plays in purchasing washing machines; the influence of the son and daughter in the selection of a car.

3—Liberty's third important contribution is directed circulation. Wholesalers, retailers, boys, 100,000 in all, form its distributing organization, serving the nation's buying communities so as to be of greatest value to manufacturers, jobbers and retailers. Liberty's circulation, thus directed, becomes a most valuable part of national selling.

Liberty A Weekly for Everybody

Fiction—Articles—Advertising—News-Pictures— Fashions—Patterns—Sports

THE COLOROTO CORPORATION

CHICAGO
7 South Dearborn Street
Phone, Central 0100

NEW YORK 247 Park Avenue Phone, Vanderbilt 2336 LOS ANGELES 406 Haas Building Phone, Metropolitan 3172

NINE and ONE HALF MILLION NICKELS!

During the first 18 weeks of Liberty's life, more than nine and one-half million copies were sold! 924

of exclusive lines, because we cannot afford to invest heavily in goods that may be depreciated in value overnight by a competitive

price-cutter.

"Undoubtedly the most important advantage of the exclusive agency is that it enables us to uphold prices. We have built up our business on a basis of quality. You can't get merchandise that is too good for our trade. And I don't care how excellent the quality of a piece of merchandise is, or how extensively it is advertised, if it is offered at bargain prices a few times the public thinks there's something the matter with it and it loses its quality attraction."

During another interview the actual selling power of an exclusive-agency proposition was discussed. The merchandise manager of a high-class department store, of Washington, D. C., admitted that the salesman who offered a new line of merchandise stood a much better chance of selling the store if he offered his goods on

an exclusive basis.

AN EXCLUSIVE REPUTATION

The store appeals to the best class of trade, and has the reputation of being decidedly prejudiced against advertised goods; but it was explained that the apparent prejudice was not a resistance to advertising, by any means, but arose from the necessity of making the store as different as possible from all other

stores in town.

Therefore the reason that advertised lines are not looked upon with special favor is merely because of their usual widespread distribution. The manager explained that the store went to considerable trouble and expense to secure special and exclusive designs in women's apparel, furniture, jewelry and many other lines, and that, except for staple lines, exclusiveness was considered one of the most important elements of the store's policy.

Another attraction is the store's reputation for showing new and desirable goods first in Washington. And the manager said, further, that the store would always

consider the purchase of attractive, advertised, new merchandise on an exclusive basis covering a season or year, when it would not, in most instances, buy the goods if they were offered elsewhere. This policy is undoubtedly shared by many other high-class department stores, and it appears to offer the manufacturer an opportunity of securing prompt, limited distribution, with the prestige of selling exclusive stores that will facilitate the securing of wider distribution at a later time.

Still another phase of the subject was emphasized as especially important by C. J. Berry, of Mayer & Company. This store, probably the largest retail furniture establishment in Washington, has specialized for many years in the selling of advertised lines and specialties, and has been conspicuously successful in its cooperation with national adver-

tisers.

Mr. Berry said that a furniture retailer could not afford to give the full weight of his selling effort to lines which he did not control in his community. His concern maintains a selling organization for the purpose of following up all inquiries received from manufacturers who secure them by advertising nationally, and he commented on the demoralizing and inevitable results of the attempts of several competitors to follow up the same leads.

"While they are of unquestionable value," he continued, "the direct calls created by the manufacturer's national advertising are not its most important result, from the viewpoint of the furniture retailer. Of vastly more importance is the fact that the advertising makes the goods much easier to sell, and, through close co-operation with the manufacturer, offers the retailer an opportunity to increase both his volume of business and his number of customers.

"If a manufacturer of an advertised furniture line sells more than one dealer in Washington, he cannot, in all fairness, expect them all to push and feature his goods. If he adopts that policy, he can do little more, as a usual

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thing, than to induce several dealers to stock his line and merely supply the demand that comes to them from the adver-

"On the other hand, if he sells but one dealer, the manufacturer has the right to expect and insist on the closest kind of co-operation. Besides the merchandise involved, the dealer benefits by a concession, and his rights in the local development of the manufacturer's business are recognized and protected. Then the dealer can afford to use all dealer helps, to stock the goods heavily, to feature and advertise them liberally, and sell rather than merely carry the merchandise.

That the latter plan is the best both for the furniture retailer and the manufacturer, I think we have demonstrated many times. eighteen years we have been the exclusive agents for a widely advertised specialty, and we have successfully handled another for fourteen years on the same basis. The manufacturers are undoubtedly well satisfied with their business here, and I assure you that the great bulk of our business is made up of lines and specialties

sold to us exclusively.

"In several instances, manufacturers have confined their lines to us after selling them generally, and with profitable results. of the most interesting that I recall is a line of furniture that has been advertised nationally eight or ten years. For a long time we were among four of five dealers who bought the line in Washington; but two years ago we induced the manufacturer to sell us exclusively, with the assurance that we would be able to increase his volume of business in this community.

"Since then, we have diligently followed up every inquiry sent to us by the manufacturer; we have featured and advertised the line; but we have not given it any better attention than we give all of our advertised lines and specialties that are sold to us exclusively. We have simply followed our usual policy, and I feel safe in stating that we are now selling at least four times the volume that

the manufacturer previously sold to all four or five dealers. The experience is by no means exceptional; it merely illustrates the difference between handling and actually selling advertised mer-chandise in our line."

To report the other interviews would necessitate repetition; for without exception all of the retailers agreed that the exclusiveagency proposition was of utmost importance, and that it greatly facilitated the establishing of accounts of advertised lines and specialties that cost any appreciable sum or that required considerable investment. And there is no doubt that the great majority of established retailers feel that their full co-operation with the manufacturer should entitle them to the exclusive sale of his goods in their communities.

Form O. S. Tyson and Company, Inc.

Oscar S. Tyson and L. W. Seeligsberg have formed O. S. Tyson and Company, Inc., to conduct an advertising agency, with offices at New York.

Mr. Tyson, president of the new or-

ganization, was recently vice-president of Rickard and Company, advertising agency, New York. He was at one time Eastern sales manager of Electrical World and Eastern advertising manager Factory Magazine.

Mr. Seeligsberg, vice-president and treasurer of the new company, has for the last year been operating an agency under his own name. He was formerly business manager of several of the McGraw-Hill publications and also manager of the service department and assistant to the president.

Climalene Advances H. R. Ickes

H. R. Ickes, Western district sales manager, at Chicago, of The Climalene Company, Canton, Ohio, has been advanced to the position of general sales manager. He will make his headquarters at Canton. Mr. Ickes joined the company as a salesman in 1911. Since that time he has supervised most of the introductory sales work on Climalene.

Long Beach, Calif., "Press" Buys "Telegram"

The Long Beach, Calif., Press. has purchased the Long Beach Telegram. The two newspapers were merged on September 1 and are being published under the name of the Press-Telegram.

Don't worry about the pronunciation of the word *lineage*

Say it any way you please—but the fact remains that November TRUE STORY closed with a

"LINEAGE"

of 42,200

309 advertisers in this issue solve the problem by translating "lineage" into "sales."

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Want to Stimulate Your Salesmen?

What Have Others Done? Here Are Expressions of Some Sales Managers on the Subject

By August Belden

RED-HEADED president of a company out West had a saies conference in a California city a short time ago. This president called his men together from all over the country to meet in a great conclave to last for two The day came for the big meeting; the men assembled in the hall hired for the purpose. The president called the meeting to order. He said: "We are not here to talk about the weather (it was hot out there in California), nor are we here to talk politics. We are here to talk only one thing, sales. I want more orders or your resignations. The meeting is adjourned." And that was all there was to the big conference which many men had trav-This was eled miles to attend. "brass-tack stuff" with a vengeance, but it certainly was not leadership.

Most men need stimulation, even the high-powered stars. Just an order to sell goods is not enough. But what sort of stimulation is the best? Should it be stimulation of the enthusiastic kind, generalities of pep after the "go-getter" style, or should it be in the form of contests, utilizing the game spirit in men, or the slave-driving type of stimulation which uses only one formula, the meat of which is "Get busy or get

out"?

There is no one, single answer, for all men are different and conditions in different businesses are never just the same.

never just the same.

E. V. Peters, general sales manager of the New Jersey Zinc Company, tells me that he believes that the focal point of the whole proposition of the stimulation of men is in giving them a broad comprehensive picture of the company's aims and ambitions so that they can develop a big vision of the possibilities in their work. With such a vision in mind the

daily task becomes but a pawn in the bigger game, the men begins to see that getting an order means much more than just getting an order; they begin to sense how each thing they do fits into the broader scheme, and how they themselves fit into the general plan and how it is possible for them to grow in importance and thus advance steadily to the upper levels of management.

THIS SALESMAN LICKED HIMSELF

To illustrate what he meant Mr. Peters told this story about one of the company's younger salesmen. This young man was employed for the specific purpose of selling Mapaz, a zinc paste deweloped for the special use of the master painter. He was given a certain territory and he had only one job to do, sell Mapaz. started off bravely enough, but as the weeks went on his courage began to cool, for he didn't seem to be able to sell very much, at least not enough to make him stand as a profitable investment to the company. He figured the whole thing out and saw that his salary more than ate up the profits on the Mapaz he was sell-His one thought on the matter was that the time would surely come when headquarters would call him in and say that he wasn't making any money for the house and therefore he had better look for another job. He thought he would beat the office to it so he went in and put the proposition before Mr. Peters just as he saw

"I told him," Mr. Peters said, "that he shouldn't be discouraged. That he had sold more Mapaz than we had expected him to sell and that in our opinion he was doing very well indeed. He had no business to lose his nerve. Then I went on to explain to him the whys and wherefores of



CAPS may be worn by golfers, motorists and yachtsmen. They should not be worn by salesmen when calling on customers. But how often does the *printed* salesman appear in the presence of a customer looking more like a bandit than an ambassador? Dress up your direct advertising! Give it side! Off with the cap and on with the Dunlap! Away with the bandanna and on with the Arrow collar! Raus mit the overalls, on with the Bell habiliments! Who can thus metamorphize your printed matter? Answer: We can. That's our business.

Charles Francis Press

461 Eighth Avenue Telephone Lackawanna 4300

Printing Crafts Building, New York

Outdoor Advertising

Some factors to consider

IT is an error to classify all outdoor advertis-ing as mere publicity. There are many strategic sales possibilities in outdoor advertising. Some of these are:

- To reiterate one main selling point.
- To establish a theme for advertising in other media.
- 3. To establish a slogan.
- To make a package familiar in its actual colors.
- To establish a colored trademark.
- To reach readers of your magazine or newspaper advertisements as near as possible to the point of purchase.
- To identify local distribution.

The BLACKMAN Compa o W ADVERTISING

MAGAZINE

NEWSPAPER

OUTDOOR

nomical I

To ANY ADVERTISER we will be glad to send a copy of our detailed memorandum "Outdoor Advertising—Some Factors to Consider."



Advertisers with whom we work:

WALTER M. LOWNEY CO Lowney's Chocolates

VACUUM OIL COMPANY Gargoyle Mobiloil
Gargoyle Lubricating Oils for Plant Machinery
Gargoyle Marine Oils

THE NATIONAL CITY CO. Investment Securities
NORTH AMERICAN DYE CORP. Sunset Dyes

PROCTER & GAMBLE Crisco · Ivory Soap Ivory Soap Flakes · Chipso · P. & G.— The White Naphtha Soap

THE PACKER MFG. CO., Inc. Packer's Tar Soap
Packer's Liquid Shampoo Packer's Charm

SHERWIN-WILLIAMS CO. Sherwin-Williams Paints, Varnishes, Stains, Enamels

SEABOARD NATIONAL BANK

. ALFRED H. SMITH CO. Djer-Kiss Perfume, Talc, Face Powder, Compacts and Toilstries

THE WILSON FASTENER CO. Wilsnap Wilsnap Lingerie Clasps

is advertisent is one of a les dealing with portant quesns which face tadvertiser. e next will be conomical Protion."

0 West 42ND St W YORK

ET

THE BLACKMAN COMPANY 120 West 42nd St., New York

Please send your memorandum, "Outdoor Advertising — Some Factors to Consider."

Name

Title....

A J.Lean

Mapaz and just what it was that we wanted him to accomplish. I gave him a big. broad view of his opportunity and showed him what he could make of it if he would just keep on working steadily, with faith in himself and his What we were really house. after," I explained, "was the interest and co-operation of the master painter and selling Mapaz was one way of getting it. The master painter usually mixed his own paints and wasn't using as much zinc in his mixtures as we thought he ought to and he wasn't using prepared paints to the extent that we thought he should and prepared paints contained zinc. Mapaz is a prepared product containing zinc which the master painter can use when mixing his own. Therefore if we could get master painters worked up to the point of buying and using Mapaz we would be on the way to converting them to a greater use of paints containing zinc. I pointed out all these things to the discouraged young man, showing him just how his work fitted into our general plans. I told him that his work among these painters, calling upon them, attending their meetings, etc., was bringing him into constant touch with one of the biggest outlets of the paint industry. I showed him that the closer he got to these men the more widely known he would become to the paint trade as a whole and he might be heading for a position somewhere in the paint field even bigger than any we could possibly give him here. Drawing the broader picture made a new man of him.'

DASH VS. MARATHON VIEWPOINT

Mr. Peters said that his company does not believe in any of the artificial methods sometimes employed to stimulate salesmen. The company feels that all of its men have their eyes on a much bigger goal than gold watches, trips to Europe, automobiles or extra cash at the end of the year. The New Jersey Zinc Company believes that the stimulation of men should begin when the men are hired; that is to say, men

should be hired with a view to what they are going to be ten years hence and not for what they can do when set loose in the field. If the right kind of men are employed at the beginning the stimulation problem more or less takes care of itself as the years This does not mean. however, that men do not need inspiration from time to time. They all do, even the best of them. And it is right here that leadership comes in. No sales organization can rise higher than its sales manager. If the sales manager is a big, human, straightthinking individual he will have a big, human, straight-thinking organization, but if he is a man with limitations his organization will have the same limitations. What counts most in the proper stimulation of salesmen, in the opinion of the New Jersey Zinc Company, is first the right men, a complete knowledge of the product to be sold, a comprehensive vision of the possibilities in the business and able leadership.

Close personal contact is by far the best way to give inspiration, This, of course, cannot be had where sales organizations are very large, but where they are of reasonable size it can be had through branch managers. company holds periodical meetings of the informal type at its various branches and sometimes at its different plants and occasionally at the main office in New Mr. Peters believes that one of the best stimulators is encouragement and he would stay up nights to compliment a man on some particularly good piece of work. Men appreciate this, they like a word of commendation, it shows them that the house is thinking of them and watching their progress. It helps them and all men need help.

The game spirit is pretty well developed in most men. Twenty-five cents a hole "peps" things up quite a bit in a golf match. It isn't that the players are anxious to win the money for the money's sake. The reward is merely a goal to shoot for, an evidence of

(Continued on page 93)









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NE of the most talked-of poster campaigns of the year is hat now conducted for the STEIN-BLOCH COMPANY, f which the above design is one of a series.

our plan enables an advertiser to direct the dealer's adversing with his approval. This successful method has been effected by our organization. We originated not only its etails, but the series of Posters as well. Our methods will explained to any interested advertiser.

POSTER ADVERTISING C?, INC.

550 WEST 57th STREET, NEW YORK

Outdoor Advertising Everywhere

ncinnari

Atlanta Richmond Pittsburgh St. Louis

ond Akron Philadelp St. Louis San Francisco

Philadelphia Wilmington rancisco London, England



The Difficult Door

Offices: CLEVELAND 812 Huron Road

CHICAGO
360 N. Michigan Ave.
NEW YORK
342 Madison Ave.

TULSA, OKLA.
608 Bank of Commerce

Building HOUSTON, TEXAS 614 West Building Where salesmen rarely penetrate National Petroleum News is welcomed every week. Many hundreds of the "deciding" executives in the oil industry not only have National Petroleum News within reach in their offices but also subscribe for a personal copyfordelivery at their homes.





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success. Many firms find it profitable to take advantage of this game spirit in men and to play upon that instinct to win, no matter what the game may be. Very often a reward makes the thing interesting and gives stimulus to what may seem to many

just humdrum work.

But as in the case of the New Jersey Zinc Company, other employers feel that offering prizes of any nature for the purpose of stimulating sales is a direct insult to their men. They feel that the men are already giving their best, that they are being paid for selling goods and are selling all they can, therefore the offering of prizes is an insinuation that they are not doing the best they can. But when the thing is looked at from the angle of the spirit of the game and prizes are considered merely as "something to make it interesting," then the complexion of the proposition changes. It is then a different matter entirely.

FINDS SALES CONTESTS WORTH WHILE

One manufacturer who believes in the efficacy of sales contests is the Oakley Chemical Company of New York. This company manufactures and sells a cleaning compound for industrial plants. The work of its salesmen is highly technical. They not only must know their own product but must know how it can be used to the best advantage, they must also know a great deal about the manufacturer's own processes and be able to give sound advice on many matters. Therefore these men are more than salesmen, they are technical cleaning experts. From the nature of their work one would naturally think that sales contests would be a very poor way to stimulate their efforts. On the contrary the Oak-ley company has found it otherwise and has for years been a believer in the contest form of sales stimulation.

J. Fred Tonn, sales manager of the company, believes the game spirit is strong in every man. Most of the Oakley salesmen are educated men, some of them former mechanical engineers. some chemists and so on, yet they are all interested in playing the game in the company's various contests. There is the annual affair which is called the "First Repeat Contest." At the end of the year prizes are given to the men who get the most first repeat orders. This affair also has a monthly feature, which gives every man a chance to win something. The prizes for the monthly winners are in the form of coupons which are redeemable in merchandise which the company lists in a catalogue. These prizes are for the purpose of interesting the wives of the men. In addition to the three prizes for the winners each month, every man is given ten coupons for each repeat order he gets. Besides this contest, there is another called the "Ratio Repeat" contest. This is for the purpose of seeing which men can sell the most of former repeating customers. Each man is supposed to get 80 per cent of former repeat customers. Then there is the annual "Ouota' contest.

For the purpose of helping the July sales. Mr. Tonn tried a new plan, a sort of contest without prizes. He put it up to all the men to get at least \$1,000 more than their average for the past six months. He translated this requirement into terms of so many barrels each day for each man and made it a daily task. Postal cards were prepared addressed to Mr. Tonn which the men were asked to send in each day. This card read as follows: "Dear Fred:-You set my daily task at barrels, or equivalent, of Oakite. Here's what I got to-day." The card also carried a photograph of Mr. Tonn which made it a sort of informal, friendly proposition. The plan worked wonderfully, Mr. Tonn said. Thinking of the job in terms of barrels per day and the necessity of returning the card acted as a rather unusual spur. Several surprising things came out of it. For example, one man who had always been a hard

worker, making many calls every day, never seemed to be able to get the business which he should. Time and time again he had been asked to set a task for himself and concentrate on certain prospects long enough to get them. He had been shown how to work systematically, but somehow never could get the idea. The daily task and the returnable postal card did the trick. He settled down in a systematic way and beat his average by more than the \$1,000 asked for. The same thing happened in the case of a very poor salesman, who didn't seem to be able to catch on at all. He also beat his record and came in at the end of the month among the highest so far as percentage of gain was concerned.

This company believes that contests also serve another purpose besides the direct stimulation of men and sales. They give the sales manager something to write about. Instead of having to tell a man how badly he is doing he can point out the fact that he is pretty well down the list in the swimming race and that by a little effort he can surely pass Jim Smith, who is only fifty points ahead. And there are many other ways in which his work can be discussed in a friendly, sporting spirit, especially since he knows all about what is going on through the pages of the salesmen's magazine, the "Review of the Month.

SPURS NATURAL INCLINATION

thether sales contests can be apply to all types of selling and all the sof selling and all the soft men is a question. It is afficult, however, to find reasons why they cannot. C. K. Woodbridge, president of the Dictaphone Corporation of New York, who is an authority upon the subject of contests, believes that they can be applied in the majority of cases. Mr. Woodbridge says that "The salesman who doesn't want to sell more goods this year than he sold last year is as rare as the man who hopes to receive less salary this year than he received last. The

fundamental idea of a contest is to develop and energize those factors that aid an individual to do as well as the previous year, or better, or so that his results will mark the salesman as a success.

"Are there businesses where contests should never be employed? There may be. I have never heard of a company that did not have ambitions. As to the kind of contests that give the best results, that depends upon the conditions and whether every contestant has an equal chance to win. Unquestionably the contest that links men together in groups or teams gets better interest out of the men than where each man works as a single unit. When a single player quits, all the others rejoice because a contestant has been eliminated. When the player who wants to quit is on a team. his team mates won't let him.

There are, however, conditions existing where sales contests wouldn't fit at all into the selling Take for example those organizations that sell for manufacturers and do the job for a number of them. The Harold F. Ritchie Co., whose selling work extends pretty well over the globe, is such an organization. This company handles the sales for such advertised products as Eno's Fruit Salts, Glover's Dog Reme-Frostilla Lotion, Mifflin Alcohol, Glaxo Baby Food, Sunset Soap Dyes, Inecto Hair Dye. The company holds no contests of any kind. The nature of its business prevents the application of such methods of sales Almost any contest stimulation. it might wish to stage would work unfairly to some of the manufacturers which the company represents. Some item or other would necessarily be neglected in the dash for prizes. It couldn't be otherwise. So this company has to content itself with the simpler methods of stimulation such as personal and form letters to its men and through personal contact between the field supervisors and the salesmen. principal part of each district sales manager's work is to circu1921

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Dig Into the Washington Market and You'll Find

First—that it is highly concentrated. Nearly half a million prosperous people reside within the area of the District of Columbia—the seat of the National Government.

Second—that it is a steady, fluctuateless market. No community in the country is established upon a more stable foundation where incomes are liberal, unaffected by industrial variations; and where the ability to buy is dependent only upon inclination.

Third—that it is a very easy market to contact. One newspaper—THE STAR—Evening and Sunday—completely covers the field and influentially dominates it with its inclusive home circulation.

Our Statistical Department is at your service—for specific information.

The Evening Star.

NEW YORK OFFICE Dan A. Carroll 110 E. 42d Street

J. E. Luts
Tower Building

late throughout the territory, working with the men, inspiring and teaching them.

While sales contests of many kinds form a big part of sales management of the Elliott Fisher Company as it does with most of the other office appliance manufacturers, C. H. Reed, New York district sales manager of the company, said that he felt that the foundation of proper sales stimulation went far deeper than the contest. Like Mr. Peters of the New Jersey Zinc Company, he believes that it begins with the selection of men.

Mr. Reed says that there are three cardinal points in sales organization, selection, training and direction. If each one of these divisions is perfect, sales stimulation becomes automatic, the right thing will be done at the right The tendency in sales activity today he said is toward automatic procedure and control. Placing all men on a par is most necessary to a properly balanced organization and this means equalized territories. This equalization of territory is more than a matter of geography. It should be equalization according to possibilities and not according to square miles of ground. Business is made up of several major groups such as financial, insurance, public service, wholesale, retail, manufacture, etc. In the Elliott-Fisher business, prospects are to be found in all of these groups. But to give out a territory to one man which contains the same total number and value of prospects as is given to another does not answer the question of equalization. When a man tries to cover such a territory he like. the old-fashioned medical practitioner. He ought to be a specialist. If he is an expert on bank procedure he should be given financial prospects, another man should be given retail establishments and so on. The territories should therefore be divided according to specialized prospects. This method of dividing territories the Elliott-Fisher Company calls "Enterprise Selling" and the company has worked out a most intricate and interesting system which gives it exact and automatic control of all selling work.

Such equalization of territories makes the stimulation problem much easier because all men are on an equal footing, and no one feels that any other man has an advantage over him. Then the question of quotas has a great deal to do with keeping men on their toes. Mr. Reed believes that quotas should be worked out according to possibilities and not according to a man's personal ability. A man should not be penalized for his cleverness by continually loading him quotas he can't beat while the slow man is given an easier task. sales possibilities being equal. If a man is a fast, hard, clever worker he has a right to win

Contests, prizes, enthusiastic sales bulletins, Saturday morning meetings, intimate personal letters, sales conferences and the like all have their places in stimulation work but the beginning of it, as Mr. Reed has said, is with those three cardinal points of sales organization, right selection of men, intensive training and leadership.

Prohibition Law Opens a New Sales Outlet

Prohibition has opened a new outlet for the sale of barrels and kegs. The prohibition laws permit individuals to manufacture up to 200 gallons of fruit juices for family consumption only, provided a report is registered with the Collector of Internal Revenue. The Cleveland Cooperage Company, Cleveland, sees in this provision an opportunity to promote the sale of its Triangle C barrels and kegs to the general public. Small space is being used in newspaper advertising in a campaign which it has started to distribute its products among this new class of users. The company has sales outlets in Ohio, New York, Pennsylvania and Massachusetts.

St. Paul Office for Porter-Eastman-Byrne

H. M. Thompson has opened a St. Paul office for the Porter-Eastman-Byrne Company, Chicago, advertising agency. Mr. Thompson was a member of Betting Thompson-Madden, Inc., St. Paul, advertising agency.

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Building Boom is Now at its Height in Birmingham

STATISTICS on building permits show Birmingham to be the most active city in the South at the present time in a building way.

During July, 505 permits were issued for the healthy total of \$1,851,770, which ranks this city first in the South.

An enormous building program is being sustained in Birmingham. Ground has been broken for The Redmont, a new hotel; a ten-story office building for the Southern Railway; the new home of the Birmingham Athletic Club; the Doctors' building, a 12-story affair; and others.

The Bankers Bond building, a ten-story structure gets under way October 1st, and the Federal Reserve Bank building and a \$2,500,000 court house soon will be under construction.

Here's how ten Southern cities rank in July:

Cities	Permits	Value
BIRMINGHAM	505	\$1,851,770
Memphis	551	1,780,000
Atlanta	411	1,712,358
Miami	253	1,632,290
New Orleans	264	1,310,775
St. Petersburg	175	764,900
Nashville	****	546,279
Knoxville	249	495,320
Tampa	311	348,031
Orlando	138	268,455

The Birmingham News THE SOUTH'S GREATEST NEWSPAPER

NATIONAL REPRESENTATIVES

KELLY-SMITH CO. New York J. C. HARRIS, Jr.

KELLY-SMITH CO. Chicago

SUCCESSF

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What Do Farmers Eat?

Do farmers get most of their living "off the farm" or do they buy much of their food? Do farmers eat the same things as city folks and in what quantities?

Such questions are answered in detail by 55,000 real farmers in our Food Survey, the greatest in history. An analysis of the farmers' habits of reading is also given.

Farmers buy more food than you would suppose. Full information from this survey will not be published, but agencies and advertisers may secure the facts from our Bureau of Market Analysis upon request. A representative will be sent to "talk it over" at your convenience.

There's a Difference in Farm Papers

THE MEREDITU

E. T. MEREDITH Des M

SUCCESSFUL FARMING BETTER

Chicago Office: New York Office: St. Louis Office: Kanss J. C. BILLINGSLEA A. H. BILLINGSLEA A. D. McKINNEY 0.0 123 W. Madison St. 342 Madison Ave. Syndicate Trust Bidg. Land 2

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FARMING



Food Survey contains vale detailed information. It you of certain foods which best in bulk—others which itt easier in small packages ill others which require large tages to secure demand. Are stocking your dealers' was properly? Get the facts!

Ask our Bureau of Market Analysis for definite information regarding your opportunities in the farm

ITUBLICATIONS

Des Moines, Iowa

THE DAIRY FARMER

Kanss inneapolis Office:
0. 6 R. R. RING
Land Palace Bldg.

Western Office: C. W. WRIGHT F. O. BOHEN
Advertising Director
The Meredith Publication

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The Advertising Agent and the Banker

The same copy may be a gamble in one paper and in another an investment.

A banker investigating the financial and other records of the Erie Daily Times would readily endorse the soundness of the principles (and principals) that have made the Times not only the leading paper in every respect and *only* financially successful English daily in Erie, but also one of the outstanding newspaper properties of Pennsylvania.

The 36 year record of the Erie Times under the continuous management of its founder-publisher-owner is the reliable forecast of the future.

Advertising in the Erie Times is an investment.

Erie Daily Times

A. B. C. Member

Evenings except Sunday

Established 1888

Representatives:

E. Katz Special Advertising Agency

New York Chicago Kansas City Atlanta San Francisco

Commission Merchants Thinking of Advertising

Some Suggestions as to How They Can Stimulate Demand

NATIONAL LEAGUE OF COMMISSION MERCHANTS OF THE UNITED STATES WASHINGTON, D. C., Aug. 25, 1924. Editor of PRINTERS' INE:

I understand that you recently published a folio containing a symposium of the advertising programs of the various

co-operative campaigns.

Cooperative campaigns.

This organization is now studying the subject of stimulating the consumption of fresh fruits and vegetables through educational or publicity methods. We feel quite sure that this folio will give us much valuable information in connection with our study of the subject. May I request that you kindly send me a copy of this folio by return mail.

NATIONAL LEAGUE OF COMMISSION

MERCHANTS
R. S. FRENCH,
General Manager and Secretary.

PRINTERS' INK has published several hundred articles on the advertising and marketing activities of various agricultural and horticultural bodies. A list of these articles has been sent to Mr.

French.

It is interesting to learn that the National League of Commission Merchants is thinking of advertising. Fresh fruits and vegetables cannot be given too much advertising. The per capita consumption of these articles of diet is still much lower than it should be. Commission merchants can do much to increase it, for despite all that has been said against them, commission merchants are still a necessary and important factor in the distribution of farm produce.

The commission merchant should not be blamed for demoralized markets brought about by gluts. Prices on farm produce are determined by the relationship between supply and demand. When an excess supply of any crop is dumped on any particular market, it is simply impossible for the commission merchant to make profitable returns to his shippers.

It has always seemed to us that the only way dumping, with its long string of evil consequences, can be overcome is by bringing about better co-ordination between supply and demand. Most of the progress that has come in agricultural marketing has been made in this direction. It has been demonstrated in numerous instances that supply can be regulated and distributed better and that demand can be stimulated.

The National League of Commission Merchants can work in this very direction. Perhaps its biggest opportunity lies in the stimulation of demand, through advertising and better sales promotion. A group of four men stopped at a push-cart near PRINTERS' INK offices the other day and bought some pears. As these men ate, one of them said. "I like fresh fruit, but I never think of buying any!" The answer is that the opportunity to buy it is seldom presented to him. Persons who are not in the habit of visiting food stores rarely find it convenient to buy fruit. Most of us will not go out of our way to buy an article such as fruit, and then if it is not regularly served at our homes, we may eat of it but rarely.

One of the first things to do. therefore, in stimulating the demand for fruit is to get grocers and fruiterers to push it harder. No housewife should be allowed to place her grocery order over the telephone or in person at the store without being reminded of the new arrivals in fruit and

vegetables.

The second thing to do is to let consuming public know, through advertising, what fruits and vegetables are coming on the markets. Many farm products have very short seasons. come and go before people realize it. Countless sales are lost each year because people do not wake up to the fact that cherries or blueberries or yellow bantam corn, or watermelons or something else is on the market until the tail-end of the season is reached. Short-season products must be sold with almost violent intensity while the season is on. Here again most retailers are re-Their methods are too

easy-going.

A third thing that commission merchants can do is to advertise to the public how various fruits and vegetables can be prepared and served; what varieties are best for certain purposes, etc. The sale of many articles, such as green peppers, and artichokes, impeded because so many cooks do not know how to serve them. The eating of an unripe persimmon has turned countless persons from this delicious fruit for life. Baked apples, baked potatoes and many other foods will not draw repeat customers unless the cook selects the right variety.

There is a chance for commission merchants to render many other services to the public, such as seeing that short-season products get better distribution in outlying stores, getting stores to display their produce better, to price it right, etc.—[Ed. PRINTERS' INK.

Industrial Advertisers Plan for Convention

PLANS are under way for the annual convention of the Industrial Advertisers Association which is to be held on October 13 and 14 at the Edgewater Beach Hotel, Chicago. A tentative program has been arranged. In announcing this tentative program, Keith J. Evans, of Joseph T. Ryerson & Son, Chicago, chairman of the program committee, has included the entire list of topics but only the names of those speakers whose confirmations have already come in. The program to date is as follows:

First Session, Monday Morning, October 13: Chicago's Welcome, Ezra W. Clark, president, Engineering Advertisers Association; President's Address, P. C. Gunion, president, National Industrial Advertisers Association; appointment of committees; "Using the Case Method of Measuring the Value-of Industrial Advertising," G. D. Crain, Jr., Crain Publishing Co. (discussion, led by R. D. Baldwin, Simonds Saw & Steel

Co.); "Applying the Quota System to industrial Sales," by an advertising marketing executive (discussion, led by G. H. Corey, advertising manager, Cleveland Twist Drill Co.); "Echoes of the London Convention," Bennett Chapple, American Rolling Mill Company, and "What I Expect of My Advertising Department."

Koling Mill Company, and "What I Expect of My Advertising Department," by the president of a large industrial corporation selling to industry.

Second Session, Monday Afternoon:
"New Opportunities for the Industrial Advertising Manager," by a writer and advertising counselor (discussion, led by Keith J. Evans, Joseph T. Ryerson & Son, Inc.); "Industrial Advertising Successes of 1924" (a group of five-minute talks by A. H. Oberndorfer, Sivyer Steel Castings Co., Milwaukee; George F. Climo, Brown Hoisting Machine Co., Cleveland; W. A. Grieves, Jeffrey Mig. Co., Columbus, Ohio, and George W. Morrison, Ingersoll-Rand Co., New York); "Strategy in the Manipulation of Mediums" (speaker unannounced), and "Problems in Technical Research," by P. C. Gunion, Hyatt Roller Bearing Co., Newark, N. J.

Newark, N. I.

Third Session, Tuesday Morning: "Relations of Advertising and Sales Departments," by Julius S. Hall, Link-Belt Co., Chicago (discussion, led by W. W. French, Dodge Mfg. Co., Mishawaka, Ind.); "Building a Large Industrial Advertising Business with Advertising" (speaker unannounced); "Business Papers and What They Can Do for the Advertisers" J. R. Hopkins, Chicago Belting Co. (discussion, led by J. D. Pease, Penton Publishing Co., Cleveland); "What Our Company Is Doing in Intensive Sales Work," by a group of five-minute speakers; "The Source of Data in Industrial Advertising." Ezra W. Clark, Clark Tructractor Co., Buchana, Mich. (discussion, led by J. C. Winslow, Graver Corp., East Chicago, Ind.); "What Manufacturers Can Do through United Effort to Secure Better Industrial Advertising." P. L. Thomson, Western Electric Co., New York (discussion, led by W. L. Dossey, McMyler-Interstate Co., Bedford, Ohio); "My Thought on What the Manufacture Can Do to Reduce the Cost of Selling in the Industrial Field." (An effort is being made to secure Secretary Hoover for this topic. If he does not accept, and Newark, N. J. Third Session, Tuesday Morning: "Remade to secure Secretary Hoover for this topic. If he does not accept, another authority on marketing will handle the topic.)

Tuesday Afternoon Session: "Black & Decker's Dealer Policy." G. W. Brogan, Baltimore, Md. (discussion, led by W. T. Hutcheson, Stewart Iron Works Co., Cincinnati, Ohio.); "Selling Copy vs. Institutional Copy in Industrial Advertising," (by two authorities on the respective types of copy appeal); Report of Standardization Committee; Report of Standard Committee; Awards of Prizes, and Report of Nomination Committee and Election of Officers.

New Advertising Photography Business

Mrs. Bettie Frear and Miss Wynn Richards, have formed an advertising photography business at Chicago.



Matches For Sale!

HERE, a piece of copy is not regarded as advertising, but as an advertisement. We read it to the last line before we set the first one, for how can you go about a thing at all intelligently, if you don't know what it's all about? The feeling and fancy and motive and meaning, sometimes even the rhythm and romance that the author breathes into his copy we weave into our typography. Thus, the two strike a match without which there's no instantaneous spark to set the reader on fire with desire.

FREDERIC NELSON PHILLIPS, INC.
Typographers Who Prove It With Proofs
314 EAST 23RD STREET
NEW YORK CITY

O (FNP-1924

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Word Sources That Strengthen Copy Uses

Where to Go to Catch the Spark of Inspiration When the Wells of New Ideas Seem to Dry Up

By Lister Raymond Alwood

In that worth-while book, published last year, "The Handling of Words, and Other Studies in Literary Psychology," Vernon Lee states in a single sentence the whole case for the copy writer of today.

It is while reading that we learn most and best how to write.

The famous Frenchman's generalization that "all generalizations are false, including this one," partially applies here, of Vernon Lee could have improved the occasion by using in connection with "reading" some such modifying adverb as Supposing he had, let "wisely." us see where some of the wise reading of today may be found -bearing in mind that paramount need of the copy writer which Emerson has already defined as "the boundless opulence of the pencil," a need that may be summarized roughly 3.5 securing of a maximum of expression through a minimum of language.

Obviously, this need imposes on the copy writer an extraordinary burden. Word-handling becomes more than haphazard jugglery. It is a full-statured art, demanding expert manipulation of every sorcerer syllable that will multiply and magnify meaning without adding verbiage. If, then, his reading is to contribute anything to his ability in this difficult vocation, what sort of books will most benefit the copy writer?

A study of the acknowledged style masters of the past is only partially and doubtfully helpful, for the reason that they wrote in a manner banned by the space, theme and purpose limitations within which the advertising writer of today must function. The florid and orotund periods

of Ruskin and De Quincey are still splendid reading for the reader but not for the business writer. Less true is the indictment of Tennyson and Stevenson—since one was a poet, the other essayist and novelist, and both wordmasters and moderns. Yet the fact remains that writers who are essentially of the hour and aware of the fewness of men's reading moments will prove most serviceable when the copy writer invites an evening of leisure.

an evening of leisure.

The vivid phrase — maximum expression in minimum words — was always Stevenson's, for he was not only born to it but worked for it. As a re-writer, in fact, I doubt if Stevenson has any equal. Nothing contented him but his nearest possible perfect. Copy writers enjoy and at the same time profit, therefore, when on their mental screen flash such lines as these, picked wholly at random from his first two books, "Travels with a Donkey" and "An Inland Voyage":

"The state of the clock fright-

ened us to rest."

"I pictured to myself some grizzled, apple-cheeked, country schoolmaster fluting in his bit of a garden in the clear autumn surshine."

"Night is a dead monotonous period under a roof; but in the open world it passes lightly, with its stars and dews and perfumes, and the hours are marked by changes in the face of Nature. What seems a kind of temporal death to people choked between walls and curtains, is only a light and living slumber to the man who sleeps afield."

"As if to be more like a pedler. I wear a silver ring. This I could see faintly shining as I raised or lowered the cigarette; and at each whiff the inside of my

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Radio Digest Readers
Buy Manufactured Sets



22%

Make Their Own

132,415 NET PAID CIRCULATION April 26, 1924, Issue.
Publisher's Statement A. B. C.

"FACTS, NOT FANCIES, ABOUT RADIO"

A recent survey of the subscribers and newsstand buyers of Radio Digest on our issue of April 26, 1924, shows 78% of our readers buy manufactured Sets. Much other interesting and instructive data is also available. Write us for "Facts, Not Fancies, About Radio." Know why advertising pays in Radio Digest with the

LOWEST AGATE LINE RATE OF ALL

For Present Low-Cost Advertising Rates

W-r-i-t-e

611-12 Times Bidg. NEW YORK 518 N. Dearborn St. CHICAGO

Fastest Drowing Radio Magazine

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Space buyers!

In making up Fall lists keep in mind these four facts:—

- The Boston Evening Transcript has the same rate for national as for local advertising.
- The Boston Evening Transcript circulates among the people with the financial ability to translate the wish to buy into the resolve to buy.
- The Boston Evening Transcript induces in its readers a mental attitude that makes them receptive of your message.
- 4. The reader influence of the Boston Evening Transcript is an axiom in Boston.

Boston Ebening Transcript

Highest ratio of buyers to readers

National Advertising Representatives

CHARLES H. EDDY CO.

R. J. BIDWELL CO.

Boston New York Chicago

San Francisco Los Angeles

hand was eliminated and became for a second the highest light in

the landscape."

Word-pictures like these are thick in Stevenson. The copy writer's eye gleans them from almost any page, any sentence. Hard to resist for persuasion and impossible to excel for beauty, for example, are these passages that read as if written to order for the Davey Tree Surgeons:

... of all smells in the world, the smell of many trees is the sweetest and most fortifying. The sea has a rude, pistolling sort of odor that takes you in the nostrils like snuff, and carries with it a fine sentiment of open water and tall ships; but the smell of a forest, which comes nearest to this in tonic quality, surpasses it by many degrees in the quality of softness. . . . Trees are the most civil society. An old oak that has been growing where he stands since before the Reformation. taller than many spires, more stately than the greater part of mountains, and yet a living thing, liable to sickness and death like you and me: is not that in itself a speaking lesson in history? But acres on acres of such patriarchs contiguously rooted. their green tops billowing in the wind, their stalwart younglings pushing up about their knees: a whole forest, healthy and beautiful, giving color to the light, perfume to the air: what is this but the most imposing piece in Nature's repertory? Heine wished to lie like Merlin under the oaks of Broceliande. I should not be satisfied with one tree; but if the wood grew together like banyan grove I would be buried under the tap-roof of the whole: my parts should circulate from oak to oak; and my conscious-ness should be diffused abroad in all the forest and give a common heart to that assembly of green spires, so that it also might rejoice in its own loveliness and dignity. I think I feel a thousand squirrels leaping from bough to bough in my vast mausoleum; and the birds and the winds merrily coursing over its uneven, leafy surface.

To the copy writer, the reading of such sincerity-steeped is mental meat and It does not follow that he is expected to write as Stevenson wrote, but it does teach him to feel words as Stevenson felt them. The key words to such feeling are scattered through the passages cited as thickly as the raisins in a Sun-Maid loaf. It only remains for the copy writer to read where they may be found, and ponder over their discovery. to see that such vital and living word uses serve the sales message as forcefully as they do the page of the essayist or fictionist.

Writers of today also offer many valuable copy sources to the indiscriminating reader. Pick up H. M. Tomlinson, for instance, and you will find the memorable everywhere abounding. Listen to

this:

But our stately ships themselves . . . are now but planks bearded with sea grass, lost in ocean currents, sighted only by the albatross.

Notice how the selective faculty, consciously or unconsciously used, has picked those images which are most potent in conveying the sense of utter desolation and loss. The two hundred words that a mediocre writer would have devoted to getting a less vivid effect are here packed into three simple phrases.

Again:

... the warm shaft of light which streamed from somewhere in the ship's body and isolated the foremast as a colums of gold.

... out gushed our catch, slithering over the deck, convulsive in the scuppers. The mass of blubber and plasm pulsed with an elfish glow.

Or this, as a night glimpse:

. . . when a westerly wind with rain turns for me a neighboring yew into an invisible surge.

And only a ship-lover could write:

The lines of her bulwarks, her sheer, fell to her waist, then airily rose again, came up and round to merge in one fine line at the jib-boom. The lines sweeping down and airily rising again were light as the swoop of a swallow. The symmetry of her laden hull set in a plane of dancing sunpoints and her soaring ambor masts, cross-sparred.

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caught in a mesh of delicate cordage and shining till they almost vanished where they rose above the buildings and stood against the sky, made her seem as noble and haughty as a burst of great music.

Let us grant all that the critics of "fine writing" may say: dramatic word-users such as these take the shortest cut to the reader's mind by employing verbs, adiectives, nouns and adverbs rich in suggestion, full of action and wrought of emotion, and copy writers find even more incentive to the same procedure in that their words must not only create moods, but sell goods.

Copy writers who read for craftsmanship's sake are sure to relish Katherine Mansfield, whose three books of short stories are a triple-tiered monument to the memory of a genius who died the other day still in her early thirties.

Her word-pictures, too, defy forgetting:

The manuka-tree, bent by the south-erly winds, was like a bird on one leg stretching out a wing.

The hard square of brown soap would not lather, and the water in the bottle was like a kind of blue jelly. How hard it was, too, to turn down those stiff sheets; you simply had to tear your way in.

Turning now to current copy, do we find its writers living up to the standard of the best modern fictionists in the use of words that condense maximum expression in minimum language?

Examples that speak for themselves are set down here as they came to notice in a single issue of

a popular periodical.

The headline to an after-shaving lotion reads: "Make your skin smile!" Further down occur smile!" other power phrases: "gives first aid to little nicks and cuts"; "has an original, man-style fragrance."

A varnish advertisement starts off: "List to the tale of an old pine table."

Further along, an automobile advertisement queries: "Why be a concrete crawler?"

Leaf again and "It's Knight Time in America" greets you, followed by this lyric opening sen-tence: "A thousand wonderful girls in a thousand towns are

waiting tonight for a Knight to arrive with the only boy in the

"Four dangerous hours in a tooth's day," provocatively heads a tooth-brush page.

"The lever that lifts business loads" focuses intent eye and mind on a paper company's message: fifty dramatically words, a page or so on, link you up with a popular beverage in this wise:

You'd like a cool and cheerful place? He's waiting at one smiling. You'll want a sparkling, ice-cold glass? He holds one most inviting. You can only spare a minute or two? He'll not keep you longer. You need but walk a block or less; he's on most every corner.

A fire insurance company, under an arresting red demon cloaked in black who bears on stealthy shoulder a huge iron chest, announces: "Over \$101,000,-000-a three months' haul."

"You need not be balloon bewildered" is the clever and timely assurance of a tire manufacturer's heading; while a detachable rowboat motor message, illustrated by a silhouette figure landing a lusty bass, invites you to "Put yourself in the picture."

To the mind of one advertising reader, at least, it would seem difficult to beat for power-words of maximum expressiveness which follow the caption, "Now for a cool night's sleep":

When the midsummer sun has been baking the roof all the long, sultry afterbaking the roof all the long, sultry afternoon; when all your friends are away
at the lakes or seashore, you, too, can
forget the heat and all your troubles if
there is an X&Y breeze blowing gently
at night in your bedroom.

An X&Y Fan can stir up a gale or
waft a caressing, sleep-producing zephyr,
as you like. Stationed on the chiffonier
or dressing-table and throttled down to
a whiteer, it fans you lightly as you

it fans you lightly as you sleep quietly, peacefully through the

Verily, when a dozen instances of high-efficiency selling English like these can be adduced from as many minutes' search through a popular publication, there must be some copy writers at least who are not overlooking the reading sources that pay their discoverers in strengthened writing power.

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HAPGOOD Sees a Silver Lining



Now and again free advertisements creep into these editorials. One is about to creep in now. Professor Stein's picture, in this September issue, of the relation between France and Germany strikes us as most encouraging for the future of the world. The group that threw Poincare

and Millerand out of office has always believed in the unity of interest between the two countries that border on the Rhine, one with its coal, the other with iron; the party of Caillaux. Back in April, when we published an article called "France's Only Statesman," we scarcely dared hope that Caillaux's followers would govern France by June. Nor, to go back a bit, did we believe, when England went crazy on Hang-the-Kaiser and Make-Germany-paythe-whole-cost, in December, 1918, that in a little more than five years Great Britain would be placidly admiring her first labor government, headed by a pacifist who in the war was looked upon as a neartraitor. After all, the future has signs of brightness. Why not cheer up? Still more in this country, where conditions are so much easier. Next month the editor in a special article means to tell how he is going to vote, and why. Right now he will observe that, whether the election is won by Republicans, Democrats or the third group, there are so many conditions making for reason and progress that the chances all are in favor of the community, including the farmers, being better off twenty and fifty years from now than they are today.

Unlike many liberal thinkers, Norman Hapgood tempers his critical surveys of present-day affairs by revealing the silver lining that lurks just behind the clouds of stilted conservatism. The foregoing editorial, one of ten appearing in the September issue of *Hearst's International*, expresses that spirit of hope and optimism for which his writings are famous the world over.

Sept. 4, 1924

Procter and Gamble Take Trade Commission Order to Court

HE Procter and Gamble Company and the Procter and Distributing Company, Cincinnati, have filed a petition in the United States Circuit Court of Appeals at Cincinnati in which the right of the Federal Trade Commission to define what formulas manufacturers of naphtha soap should follow is challenged. The suit is the result of an order issued by the Federal Trade Commission recently in which the two companies were ordered to desist from advertising certain of their products as "naptha" powder and soap chips. original complaint was that the Cincinnati companies did not use naphtha in the soap powder or chips and consequently were using unfair methods in competition.

The company now claims that the Commission has no right to define what it shall use in manufacturing such products and that there are about twenty-five so-called naphtha soaps on the market, none which follows the

formula in the making.

Attorney Charles Sawyer, counsel for The Procter and Gamble Company, after filing the suit, said that the court is to be asked to prohibit the Federal Trade Commission from going into factories throughout the country and telling the manufacturers what they should do in preparing their products for the market. He also said that if the order of the Trade Commission should be upheld by the courts, the company would not manufacturing discontinue soap powder and chips, but would change the formula to comply with the order of the commission and utilize the same names under which the present products are marketed.

Poster Advertising Association to Meet

The Poster Advertising Association, Inc., will hold its thirty-fourth annual convention at the Hotel Statler, De-troit, from October 13 to 18.

E. A. Collins Heads Insurance Advertising Conference

Edward A. Collins, assistant secretary Edward A. Collins, assistant secretary of the National Surety Company, and head of its advertising department, has been elected president of the Insurance Advertising Conference, which is com-

Advertising Conference, which is con-posed of advertising managers of Amer-ican and Canadian insurance companies. The balloting was carried on by mail. Roosevelt L. Clark, advertising man-ager of the Continental Insurance Group, New York, was elected vice-presiden, and Stanley F. Withe of the Actua Affiliated Companies, Hartford, Conn.

Affiliated Companies, Hartford, Conn, was elected secretary-treasurer.

Leon A. Soper, advertising manager of the Phoenix Mutual Life Insurance Company, Hartford, retiring president of the Conference, was elected junior commissioner to the National Advertising Commission of the Associated Advertising Clubs of the World.

The newly elected members of the Vocation commission of the Companies are Clarence to the Companies of the Companie

The newly elected members of the executive committee are Clarence A Palmer, advertising manager of the Insurance Company of North America, Philadelphia; E. L. Sullivan, advertising manager of the Home Insurance Company; Luther B. Little, publicity manager of the Metropolitan Life Insurance Company; J. G. Mays, vice-presiden, Royal Indemnity Company, and Arthur H. Reddall, advertising manager of the Reddall advertising manag H. Reddall, advertising manager of the Equitable Life Assurance Company,

J. H. Tiffany Joins

E. F. Hauserman Company John H. Tiffany has resigned as president of The Tiffany-Bayless Company, Cleveland, advertising agency, to be come general sales manager of The E F. Hauserman Company, steel factory partitions, also of that city.

W. N. Bayless, treasurer of Th

Tiffany Bayless Company, succeeds Mr. Tiffany as president. Horace D. Ken has acquired an active interest in The Tiffany-Bayless Company, and has joine that organization as vice-president. He was formerly an account executive of The Nichols-Evans Company, advertising agency, also of Cleveland, and was to me time in charge of the Western service and technical department of The Atlas Portland Cement Company, Chi

> Leaves Oakland Motor Company

C. J. Nephler has resigned as sale manager of the Oakland Motor Ca Company, Pontiac, Mich. He joined the company as assistant sales manager if February, 1917, and has been in charg of sales since 1920.

Robert Greig, President, National Service Bureau

Service Corporation, also of New York

Robert Greig has become president of the National Service Bureau of Net York, Inc. For many years he has been first vice-president of the Banker

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Hash and House Organs!

It used to be that anything too good to be wasted went into the hash. Nowadays it seems to be house organs that are the recipients through this frugality. Yet Messrs. Scissors and Paste-Pot are mighty poor assistants for a house organ editor who wants an interesting, sales-building publication!

Business executives who have not the time to devote to the serious study and preparation of the kind of copy they know they really should have in their magazines have found our house organ editorial service of great assistance.

We can take the most stereotyped sort of a publication and invest it with a real personality; freshen up its contents; give it an editorial consistency, breadth, new interest and appeal—make it a real magazine that will be read, believed in and appreciated—one that will sell what you want it to sell! And keep on doing it!

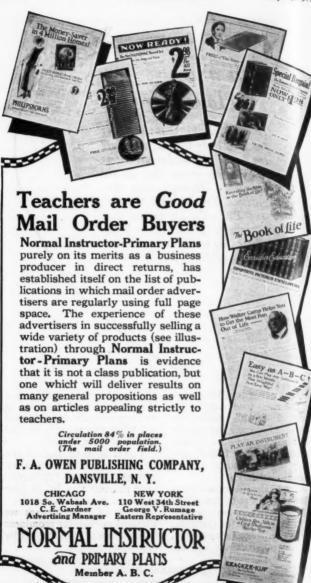
You'll be interested in the service we can render you, regardless of how "different" your business may be, or how technical your products.

Copies of house organs we edit and publish for prominent manufacturers will be gladly sent upon request.

HOUSE ORGAN DIVISION

ARROW PRESS, Inc., NEW YORK

318-326 WEST THIRTY-NINTH STREET



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Hitting the High Spots vs. Selling the Goods

Some Selling Campaigns Aim Too High and Shoot Too Fast

By Ralph Crothers

A NY manufacturing company that is growing, faces, every so often, the problem of breaking into new territory. The usual plan is to route a force of salesmen to a list of towns; send out advance advertising; give the dealers all sorts of helps and then keep in close touch with the men on the ground.

Endeavors to solve the problem of keeping in close touch with selemen on the firing line have brought about a change in selling methods in many com-

panies.

A certain company recently sent a force of salesmen to the Middle West. When the salesmen arrived in the territory they discovered that one of the company's big competitors had been on the job a week ahead of them. Wires came back to the home office that most of the big dealers had been sold by the competitor who had just worked the cities

in that vicinity.

How to break into this new territory even after the place had just been cleaned up by a competitor was the problem to be faced. Should the men be routed to another territory and all the advance advertising be wasted? The salesmen's report cards gave the answer. The competitor had rushed his men into the territory and hit the high spots. His salesmen had interviewed one or two big dealers in each city quickly, taken their orders and rushed on to the next field.

The sales manager at the home office sensing these points after a careful reading of his salesmen's reports, wired his men instructions to stay on the ground and work the little dealers on the outskirts—the ones who had been overlooked by the competitor. Instead of wasting the carfare, hotel bills and advance advertising for the men

already on the ground he gave them a new plan of operation which worked out well. At the end of each day his men wired him the results of their work. Reports indicated that outside of three or four leading dealers in the big business part of the city, no others had even been called upon. In the first few days a large number of orders from retailers were secured. While the orders were small the number of dealers was large and the sales manager knew his men were on the right track. He had saved time, money and effort for his company by changing his tactics to take advantage of his competitor's wrong method.

The competitor had been satisfied to know that his men sold \$2,000 worth of goods in a certain city, as compared to sales in the neighboring city two weeks before of \$840. The competitor had not cared that the \$2,000 sale was all to one or two big retailers, and that, therefore, the city had not been worked thoroughly. Six hundred dollars in sales distributed among thirty dealers pleased the other sales manager better than \$2,000 among

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A COMMON MISTAKE

The temptation to sell the big dealer or the big buyer first and then clean up on the little ones later has hurt many a sales campaign. In the opinion of several competent sales managers I have talked to recently, it is the wrong way to go about the business of breaking into new territory.

The sales manager of a big public utility company, now engaged in a consumer ownership campaign in which advertising in each territory is backing up the efforts of the individual salesman, has covered this point well in a bulletin which he sent out re-

Sept. 4,

cently. In this case the salesmen are all company employees who are not, as a rule, very familiar with modern selling methods; nevertheless his instructions have a broad general application. Here is what this sales manager says to the district managers in giving them instructions for the men under them:

Warn employee salesmen against tryings to sell the big men of the community
first. Many promising candidates for
employee salesmen have been ruined by
aiming too high. When the average
employee thinks of selling our securities
to his customers he is liable to think right
away of some few rich men in the community. If he calls on these men first
he is liable to get into a long discussion
of technical points which he perhaps cannot answer. Warn each man not to try
to sell the rich men of the community
but to first go to people of moderate
means. This does not mean that the rich
men can never be sold, but rather that
the salesmen should call upon the small
men first so as not to get in over his
head at once and not to hit only the
high spots. There are more people of
moderate means than rich people in every
town. Have our salesmen see them first.
Then when they get more familiar with
the product they are selling let them
try the rich men in the community.

This is a good summing up of the policy of selling from the outside to the inside rather than working the other way around. The manufacturer's men mentioned previously, who hit the high spots first and secured some nice fat orders for a dozen cases are likely to become satisfied. It has been argued that the big orders impress the little fellow. but it doesn't always work out that way. It does on the other hand often calm down the salesman's ambitious efforts. the big orders in his pocket runing into real money all accomplished in a few hours, the rest of the town-the little fellows on the outside-looks pretty small The retailers on the to him. outskirts of the city may be a long trolley ride or hike from the centre of town. They seem far away and unimportant. In the meantime he is getting worked up about the big orders waiting in the next city from the leading retailers there. So instead of having a well-rounded itinerary and a good route he hops from big dealer to big dealer like a grasshopper in a wheat field.

A sales campaign is very difficult to run on any such basis. When the men follow the program laid out for them at the start and are made to realize that the home office wants small orders from a great many dealers and not just big orders from a few the effort becomes a real campaign instead of a leap-frog game.

As a sales manager in the drug specialty field said: "I would rather have my men sell one dozen of my product to seven small dealers in the town, than a gross to one big dealer. It is easier for the men to get the small dealers first, and better. I let my men work around the outskirts first, getting to know the local conditions, the sales obiections and the answers to them and then work up to the big fellows gradually. By the time they get to the big men in town they are better grounded in their own proposition, better sold on their own ability to sell and have some ideas to talk to the big buyer about instead of just trying to

take his money away from him."
The matter of turnover also has a definite bearing upon the plan of selling the small man first. Many sales managers have discovered that the little fellow moves his goods more rapidly than the big dealer. He has a smaller store and the cartons take up more room in it. He concentrates upon trying to get it out into the consumer's home where it will bring money and repeat orders. He hasn't a whole lot of capital. He sees the manufacturer's product many times during the day and about every time he looks at the product he thinks he should be getting back the money he has put into that product. In the big dealer's store the goods often go into a warehouse. They may wait there until the window trim man is ready to stage a special demonstration. In time, of course, they get attention and pushing. But the big dealer isn't quite 50 anxious to get his money back

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BUSINESS

Second Boulevard - Detroit, Michigan

Published monthly by the Burroughs Adding Machine Company

immediately and quickly as the little fellow is, and this point is worth considering every time a new article is introduced or every time new territory is being

considered. A big retailer has many more items to think about and more other things to think of than the little man. The little fellow needs attention and careful coaching or he doesn't repeat. The good salesman with helpful ideas and the real desire to help the retailer move his goods out across the counter into the consumer's home gets a much better chance to co-operate with him than he does with the very big retailer. When the little fellow gets a product which the salesman helps him sell and when he finds that the product repeats, he is one of the finest men to have on the books because his reorders come in with comforting regularity.

Trying out new products or breaking into new territory requires careful attention to the small man first. It is better for the retailer, be he big or small. It is a better method with which to face competition, better for the salesman's development and it is a better method for the fundamental good of the business as a whole.

Spencer Lens Company to Advertise a New Product

Business, dry goods and motion picture publications will be used by the Spencer Lens Company, of Buffalo, in a campaign to advertise the New Spencer Automatic Delineascope. This is a machine which shows pictures in much the same way as a stereopticon, except that regulation motion picture film is used making it possible to operate it automatically. The company also is starting a direct-mail campaign to sales and advertising managers, banks, motion picture theatre owners and dry goods houses. J. Jay Fuller, Buffalo, advertising agent, will direct this advertising.

Oil and Fat Industries Issue Magazine

The American Oil Chemists' Society, Easton, Pa., has started a quarterly publication known as the Journal of Oil & Fat Industries. The publication will be the official organ of the society and will have a type page measuring 4½ inches by 7½ inches.

Electrotypers to Discuss Industry's Problems

The twenty-seventh annual convention of the International Association of Electrotypers will be held at the Bellevus Stratford Hotel, Philadelphia, from September 25 to 27. The seasions will be presided over by R. R. Myers, presiden, of Des Moines, Iowa. The program in cludes a number of discussions on important matters affecting the industry, such as accounting systems for trade as sociations, advertising, business either, production costs and training of apprentices.

At the opening session on Thursday morning there will be an address by Hon. Henry C. Wallace, Secretary of Agriculture and co-publisher of Wallacet Farmer.

Jarvis A. Wood, senior partner of N. W. Ayer & Son, will speak at the Thursday afternoon session. His topic will be "Why Electrotypers Should Advertise." Henry Roefer, president, Chicago Employing Electrotypers Association, will discuss the problems of local associations. The report of the research committee will be presented by Harris B. Hatch, of Philadelphia, and H. G. Guiteras will read the report of the publicity committee.

licity committee.
At the Friday morning session, L. W. Claybourn, Milwaukee, will discuss "Better Printing by the Aid of Better Plates."
E. W. Houser, president, American Photo-Engravers Association, will speat on "Co-operation in Allied Printing Trades" and George K. Horn, president, United Typothetæ Association, will tell about the Ottmar-Mergenthaler School.

Herbert H. Biever, Cynwyd, Pa., will talk on "Business Ethice" at the Friday afternoon session. In addition to the speakers mentioned for the various sessions, there will be presented a number of committee reports. The meeting will close on Saturday with the election of officers.

Camp Bed to Be Advertised

An advertising campaign is being planned on the Kittle folding camp bed by the Kittle Manufacturing Company, Los Angeles. Plans call for the use of newspapers and business papers throughout the United States. This campaign will be directed by the L. S. Gillham Company, Inc., advertising agency, Los Angeles.

This agency also has been appointed to

This agency also has been appointed to direct the advertising of the George L Eastman Company, Los Angeles, building products. Building trade publications will be used

New Accounts for Minneapolis Agency

The Anthony Motors Company, the American Men's Wear Company, the Shedd Brown Manufacturing Company, and the Roberts Supply Company, all of Minneapolis, and Tingdale Bross, St. Paul, have placed their advertising accounts with the Kraff Advertising Agency, Minneapolis. Newspapers, farm journals, business papers and direct-mail advertising will be used.

SHORT vs. LONG ADVERTISEMENTS

Kodak, Coca Cola and Cream of Wheat are successful examples of short advertisements.

Offhand, most people say "Make 'em short, because long ads are not read."

But the mail order advertisers almost invariably use long copy. They know by the number of responses whether people read the ads. Note the correspondence school and book ads in the magazines. Some contain a thousand words.

People read what and all that interests them. The creation of the world is told in the Book of Genesis in 443 words. But could you describe your acts of yesterday so concisely? It is not brevity or volubility that counts for advertising success.

Each problem must be treated individually. Experience only will aid in deciding how. Advertising ability is acquired in no other way. It does not come from knowing how to write, but in knowing what to write.

Our experience covers almost a quarter of a century. Perhaps it would help you.

"What is Advertising" a series of which the above is one has been published under this title. The entire series will be sent upon request,

C. C. WINNINGHAM

Advertising and Merchandising

IO PETERBORO WEST



Motion picture advertising creates a background of understanding and desire that makes selling easier



HERE are almost always two steps preceding a sale. First, as an example I decide to buy a radio set; secondly by selection and comparison I decide

to buy a radio set of a certain make. The same two steps apply to a large percentage of things bought.

Motion picture advertising can create a background of understanding and desire that will accomplish step No. 1 and make step No. 2 easier to bring about.

And, it is possible by careful planning, to concentrate the benefits of motion picture advertising directly to the manufacturer who is paying the bills.

We have demonstrated this over a period of 14 years. You pay us nothing for the experience which we can offer you in motion picture advertising.

EASTERN FILM CORPORATION

220 WEST 42nd ST., NEW YORK CITY

Telephone Chickering 2110 Established 1910

We have served several large advertisers continuously for over 14 years. "What they say"—sent on request.

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A Chance to Help Your Retailers

Bring the First Publication by the Division of Domestic Commerce, "Budgetary Control" to Their Attention

Special Washington Correspondence

FOLLOWING its announced* investigations at the last point of distribution and working back to sources of manufacture and supply, in its effort to find ways and means of lowering the cost of distribution, the Division of Domestic Commerce, of the Department of Commerce, will publish, as its first report for general distribution, a study of "Budget-ary Control," which will begin a series of studies of the problem of retail store management.

The report will be published in about a week, and, while it deals entirely with the budgeting of retail organizations, it undoubtedly will prove of interest and value to national advertisers. There is a marked and growing tendency. on the part of many manu-facturers and distributors, to study the affairs of retailers and to aid them in the solution of their problems. And any investigation of the subject in the retail field meets with the general complaint that manufacturers and distributors do not understand the complex processes of retail merchandising sufficiently to offer the retailer adequate co-operation. Therefore, a demand for information of the kind is apparently well established in both the wholesale and the retail fields.

The introduction to "Budgetary Control" defines the title and states the purpose of the study. Then, after summarizing the usual causes of failures, it states that poor management in one or more of its various forms is the root of most of the trouble, and

continues:

"The object of this study is to help in the solution of one phase

of the retail store management problem, that of control. It is not intended that this text should serve as an absolute solution of any part of this phase of retail store management; but its sole purpose is the presentation of information and important considerations in the 'why' and the principles of the 'how' of Budgeting for Control as applied to

retailing."

Under five chapter headings the report then explains in detail the purpose of budgetary control and the divisions of the budget in its relation to sales, merchandise, operation and expense of retail stores. Although the study is practicable, it is not burdened with complicated forms methods. Obviously, its purpose is to set forth the general principles of its subject and point out how they may be applied to the better management of any retail business.

The first consideration, Chapter One, of the retail budget shows how it may become a business guide. Briefly, and in very simple terms, the report likens the budget, in its relation to the store's affairs, to the chart which enables the captain of a ship to find his goal directly and with the greatest saving of time and effort.

The second part of the chapter deals with the co-ordination of the various activities of the retail business, and points out their relation to the budget plan. Under a third chapter section it emphasizes the necessity of centralized executive control, if purchasing is to be reduced to a scientific basis under the budget plan. fourth major purpose is shown to be the necessity of more definite and accurate forecasts, and in emphasizing both the need of forecasts and the importance of the methods suggested, the report states:

"The establishment of quotas

^{*} See "Government Analyzing Domestic Markets and Mapping Trade Zones' in PRINTERS' INK of August 27, 1924, by Henry H. Morse, Retiring Chief, Division of Domestic Commerce, U. S. Department of Commerce.

during the war drives and the preparation of Government budnow commonplace. gets These examples are illustrations of the fact that the budgeting principle, and, therefore, future estimates, are of material value in practice."

The following chapters deal with both the principles and methods of budgetary control. All of the common problems of the retailer are discussed and the report explains both how and why a proper budgeting system will greatly aid in their solution.

The large volume of data for report was collected and edited under the direction of Lawrence A. Hansen, formerly assistant secretary of the Retail Trade Board, of Boston, and later, managing director of the Massachusetts Retail Merchants' Association. The first edition of the report will be 20,000 copies, which will be mailed to the retail list of the Department of Commerce. and sent on request as long as they last. This distribution will be free; but there undoubtedly will be a strong demand for the report from manufacturers and distributors who will want to use it as a means of encouraging better business methods, more systematic buying and closer coamong operation their dealer customers. And for this purpose advertisers and others may make special arrangements with Division of Domestic Commerce for the quantities they will require.

United States Rubber Net Income Higher

The United States Rubber. Company, New York, for the first six months of the current year reports sales of \$77,774,696, a decrease of \$9,935,509, as compared with the corresponding period of last year. Net income amounted to \$7,510,415, before interest but after all other charges. This compares with \$4.572,861, for the first six months of 1923.

David C. Thomas Agency Appoints Clark Kelsey

Clark B. Kelsey, formerly with the Chicago Tribune, has joined the research department of the David C. Thomas Company, Chicago, advertising agency.

Campaign on Gum Lumber to Start

At a meeting of the Gumwood Service Bureau held at Memphis, Tenn., early in August, definite plans were announced

August, definite plans were announced for a national advertising campaign and red and sap gum lumber. The campaign will be started in the October issues of nine publications in the United Statea. According to plans formulated for the remainder of the current year, the advertising will be directed to consumers with special attention to the furniture and building trade. Although the administrative features of the campaign will be handled through the Hardware Manufacturers' Institute, all of the advertising will be done in the name of the Gumwood Service Bureau. Service Bureau.

The advertising committee of the bureau is initiating a drive for new members in September, so that, before the end of the year the organization may have enough income to enlarge the scope of its advertising and other trade extension activities in behalf of this particular wood.

The Kling-Gibson Company, Chicago, advertising agency, has been appointed to direct the campaign.

Buffalo Tailors Complete Plans for New Campaign

Wholesale Direct Tailors, Buffalo, manufacturers of men's clothing, have completed their advertising plans for the fall and winter seasons. Several magazines and a list of about 150 newspapers will be used. A direct-mail cam-paign also is being planned. The com-pany sells direct to consumers through 800 representatives in all parts of the United States.

Advertising Associations to Give War Veterans Outing

A number of Boston advertising or-ganizations will be hosts to about 500 ganizations will be nosts to about sub-disabled war veterans at an outing to Nantasket on September 13. The outing is being held under the auspices of the Crosscup-Pishon Post of the American Legion, the members of which are en-gaged in advertising work.

Buys Interest in Gilmer, Tex., "Mirror"

R. H. Laschinger, for three and a half years with the Southwestern Ad-vertising Company, Dallas, Tex., has acquired an interest in the Gilmer, Tex., daily and weekly Mirror. He will have charge of the advertising depart-

Thomas F. Clark Company Incorporates

The Thomas F. Clark Company, publishers' representative. New York, has been incorporated. Thomas F. Clark, Sr., is president, A. Clark, vice-president, and Thomas F. Clark, Jr., retary-treasurer.





The Value of Human Interest

The appeal of pictures is universal. They offer the shortest route to understanding. For certain classes of products—especially those which lend themselves to beautiful illustrations—the pictorial quality of Artgravure has no equal.

The Artgravure Section of The Providence Sunday Journal

offers to advertisers an excellent opportunity for presenting their products in a high-class pictorial manner to more than 62,000 prosperous families in Rhode Island and the border cities in Massachusetts.

The steadily increasing number of both local and national advertisers testifies to the value advertisers attach to this section.

> FLAT RATE 25c a line Closing Date 15 days in advance

Providence Journal Company

Providence, R. L.

Representatives

BOSTON

CHAS. H. EDDY CO.

CHICAGO

R. J. BIDWELL CO.

San Francisce

Los Angeles

For Color Effect rol





THIS INSERT PRODUCED ON A HARRIS OFFSET PRESS

ctroduce It Offset

OLOR, used correctly, increases the effectiveness of direct-by-mail matter a hundred fold—but the coloring must be soft, natural, and pleasing. Never make the reader conscious that color is used. Never make him feel that it is a strained attempt to flag his passing eye.

To be certain, specify "Offset." In offset, the impression passes from plate to rubber blanket to paper—not plate to paper directly.

Harshness cannot get past the rubber blanket. Tints are smoothed out—tones blend into a reproduction which is as truly a masterpiece as the artist's original conception.

Call in an Offset Salesman

Most lithographers operate offset presses the presses with the rubber blanket. Call in their salesmen. Ask to see matter they produced for other firms. Let them produce your next color job.

> Published in the interests of More Effective Advertising by The Harris Automatic Press Co., Cleveland, O., manufacturers of



and from I than service and another transport of the following and the service of the service of

ERWIN, WASEY & COMPANY **Advertising**

CHICAGO

NEW YORK PARIS

LONDON



You may never hope to sell this picturesque party anything in the line of grand pianos, Barbasol or plaster wallboards. But in other countries than his, under conditions no less strange to the American manufacturer, we have through our foreign offices been able to devise advertising of a kind that readily sells American goods. Which is to say (as was never said in the classics), "If we had to speak gum arabic, we'd learn how to make it stick!"

It is a fixed principle of Erwin, Wasey & Company service to know conditions and customs in the territory in which the advertiser seeks to operate. To serve that principle abroad as well as at home, we maintain complete organizations in London, England, and Paris, France, where we combine American advertising methods with current on-the-ground knowledge of overseas markets



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Old Man Obsolete Is Always Just around the Corner

(Continued from page 12)

hustled around for new ways to adapt them to the changed demand and started excavating for fresh appeals and selling methods.

What about radio? Just as piano men doubtless looked upon the phonograph with some fears and misgivings, so have the phonograph people and others in music been inclined to feel that radio might be the means of elbowing them into the background. There is no denying that radio sales have been at the expense of phonographs and records for many months now. Such being the case, what about radio? The Brunswick-Balke-Collender Company's rejoinder to this inquiry is a new line of period models which combines its own Brunswick phonograph with the radio apparatus of the Radio Corporation of America, a move which is calculated to keep Brunswick in the front rank of advertising and merchandising no matter what happens. This same company offers several other excellent examples of what may be done to ward off impending decline. When prohibition put its bar fixture factories on the retired list Brunswick turned its energies to manufacturing phonograph cabinets, first for another company, then to enter the phonograph field later with its own machines and records.

If there was a tendency to regard radio as an interloper this feeling is disappearing and will continue to disappear, manufacturers and dealers say. "The phonograph is here to stay beyond a reasonable doubt," said the general manager of a piano company. "It is an essential now in many homes, a desirable piece of furniture as well as a musical instrument. Of course radio is immensely popular, too, and many people will have both. But why shouldn't a man who has heard over the radio a piece of music

that he likes especially well, want a phonograph record of that same selection so that he can enjoy it whenever he chooses? Radio will help sell phonographs just as phonographs helped sell pianos." Brunswick is planning to get more phonograph sales by taking advantage of the popularity of the radio and tying up with it instead of fighting or sitting back and worrying about the coming obsolescence of the phonograph. There is the lesson for the manufacturer who thinks that the march of time must make him a back number.

A THRIVING BACK NUMBER

Probably if there is any product which can be considered to be in universal use in this country it is the electric light. Even in agricultural communities where the public utility has not yet penetrated it is a common thing to find the farmer with his own small electric lighting unit. That, however, cannot cloud the fact that the factories go on turning out millions of lamp chimneys and kerosene lamps year after year. The Mantle Lamp Company of America, Inc., for example, began business only fifteen years ago at a time when electricity for illuminating purposes was thoroughly accepted and established. The sales of this com-pany last year were about three times its sales of ten years ago after it had had five years to establish itself. It might be surmised that no one but those few families who live in the backwoods or on the fringes of civilization would think of buying a kerosene lamp, but the Mantle Lamp company goes on year in year out selling its lamps in big cities and suburban towns as well as on the farms and frontiers.

"In the cities where there are foreign quarters of considerable size, you can find many houses wired for electricity where no electricity is used," said one of the advertising executives of this company to PRINTERS' INK. "Many of these foreigners are either prejudiced against electric lights or a fraid of them. Again thany city dwellers use kerosene

lamps as auxiliaries to their electric lights. A severe storm may cut off electric power suddenly to the embarrassment or danger of the city family. If you can remember, the next time that city lights are off for any considerable length of time just observe the lights being lighted in the various apartments before the electric service has been repaired. You will be surprised to see who buys kerosene lamps still.

"Of course we depend on rural communities for a big part of our sales and because these are logical territories for our sales we try to work them intensively through house-to-house canvassing. Think of the export market we have. No, indeed, we aren't going out of business simply because of the advances of elec-tricity. In England there is a big demand for kerosene lamps, just as there is in Canada. If the demand ever falls off in these countries we still have quite an extensive slice of the globe left. but don't think for a minute that the kerosene lamp is obsolete even right in these United States. In most counties outside of those which include the biggest cities our sales records prove that more than 10 per cent of the homes are still content to rely on kerosene. Coal Oil Johnny isn't out of a job yet."

It is a curious fact that some manufacturers refuse to resort to actual salesmanship until the product they make or the services they offer begin to show signs of gathering mildew. That may be due to the good old doctrine of laissez-faire, although the cause is of no importance. Look at the street and traction lines today and compare their efforts to sell themselves to their public with their lack of activity of ten or fifteen years ago. Obsolescence may be lurking around the corner, but it isn't going to spring out and catch the traction lines unaware now that they are really selling transportation on an intelligent basis. Nowadays many of them are calling to the attention of their riders that it is expensive and foolish to use their automobiles where street car or elevated lines can carry them. For nearly two years now the Chicago elevated lines have been selling Chicagoans by posters of a high order on various attractions of their city, the parks, universities, churches, museums, and so forth and the utility of the 'L in reaching these places quickly and cheaply. Simply analyzing both the automobile and the electric car and pointing out to the public by attractive advertising the superiorities of the latter where they exist has helped keep the rust off thousands of miles of tracks in the last few years.

OUTSTANDING EXAMPLES

The manufacturer who thinks that his plant and his product are going to be out of date year after next can profit by studying the situation faced by the brewers and distillers five years ago when they were legislated out of their old business. Few industries have ever been up against a tougher wall, yet today they appear to be keeping the wolf from the door by growing mushrooms, manufacturing cheese, candy and soft drinks or by producing artificial ice. Even if the product remains essentially the same, more ingenious marketing methods can often do much to offset the competition of the newer and apparently improved device. The Mead Cycle Company goes on year after year advertising and selling bicycles. Its mail-order copy changes only slightly if at all. At times Mr. Mead has said that he would not change a word of it for \$10,000, but his company through its improved catalogue now sells bicycles principally to the schoolboy and to the workingman as a simple and economical means of getting to and from his job instead of wasting its effort on markets where it would run into serious automobile competition. Mead has also developed an outlet in sales abroad where cycling still possesses marked popularity as a means of touring.

In 1914 there were a little over 7,000,000,000 cigars made in this country according to one of the

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All this striving-to make letters more effective. Only to discover that the opening paragraph, after all, is paper.

An opening paragraph which says dignity,-but with friendliness; which commands respect as well as attention! That is what Strathmore Parchment gives every letter. It is so impressive in quality.

Cost? The average letter costs 35c on the cheapest paper and 36c on Strathmore Parchment. Shall we send you an eye-opening chart? Strathmore Paper Co., Mittineague, Mass.

Strathmore PARCHMENT



STRATHMORE

largest statistical services. During the same year we produced about 16,000,000,000 cigarettes. For 1923 the production was: Cigars, 6,998,887,000; cigarettes, 64,450,768,000. Something happened in that lapse of nine years and one of the things that happened was a lot of good cigarette advertising and salesmanship. The pipe and smoking tobacco people got on the job, too, while the cigar people apparently figured that it was no use. Recently the Robt. Burns cigar has been advertised as a mark of prosperity and suc-"The more successful of our young men now smoke cigars," is the headline on a piece of copy that appeared nationally a few weeks ago. "It is increasingly 'apparent that their customs are changing. Cigar-smoking seems almost to have become a symbol of success. And, by thousands, they have turned to Robt. Burns-the most surprising quality offered at ten cents to-day." Cigars may never become material for museum exhibits, but the industry surely needs more copy patterned on that quoted above and more intensive selling if it ever expects to gain back the lost ground. Perhaps cigars need more than anything else to be sold to young men.

There must have been some exciting moments among the manufacturers of various items of household use when electrical appliances began clamoring for the spotlight a few years back. iron, the dishwasher, electric the clothes-washing machine, the cleaner appear casual observation to be in something like universal use, and as a class they are as well sold as any products which can be thought of offhand. Yet there are more old-fashioned washing devices made nowadays than ever; a great many stove-heated irons are still being bought, and people don't rely entirely on the vacuum cleaner. In 1920 there were 1.024.167 vacuum cleaners sold in the United States. In 1923 the total number for the year was · 1.025,000; and all in all, that is pretty good selling, for a vacuum cleaner that doesn't wear out quickly. But look at the Fuller Brush Company and what it has done: 1920 sales \$4,400,400; 1923 sales \$15,000,000. That's obsolescence for you with reverse English. And there are plenty of other pretty striking examples of what can be done when changing styles, whims and fads, the march of events, inventive genius and discovery get on the job to make a manufacturer inquire of himself, "Where do I go from here?"

CHANGE SELDOM SWIFT

Ordinarily the matter of obsolescence is not one to be settled quickly. It takes time, even for us opinionated Americans, to cast off the old and put on the new. Old products continue to sell long after new and strong competitors enter the field, and history shows that they will keep on selling. That has been proved time and again by the manufacturer of old products who has gone after new markets or dug up new sales and advertising appeals when the new competitor seems to be a real menace. If manufacturers would remember that no one organization, regardless of how strong it may be, can get all the sales; if marketing men would convince management that selling ingenuity can offset most menaces, there would be little time and thought wasted over the prospect of going out of business because the product manufactured was rendered obsolete. Obsolescence is always just around the corner, which is a good place to keep it along with that other much press-agented phantom, Saturation.

Join Pratt & Lindsey Agency C. J. Benner, formerly with Barton. Durstine & Osborn, Inc., has joined the production department of The Pratt & Lindsey Company, Inc., New York, advertising agency. J. Green also has joined this agency as a member of the copy staff. He was formerly with the copy and merchandising service department of the Robbins Publishing Company.

Cramer Sexton, who has been engaged in the office furniture and stationery business at Memphis, Tenn. has become associated with S. C. Toof & Company, printers of that city.

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ADVERTISING

Co-Operation

THERE are many retailers who feel that the way they sell and the profit they make are entirely their own business.

AND there are manufacturers who, because of that attitude, justify themselves for over-loading the retailer.

The manufacturer should realize that his retail accounts are better off when stocks are turning over rapidly; and that if retail stocks are to grow, demand must first increase.

Retailers are more open-minded on suggestions as to selling policies if the manufacturer uses national advertising to create "call."

THE MOSS-CHASE CO., 425-27 Franklin Street, Buffalo, N. Y.

MOSS-CHASE



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Popularity and Success Are Two Inseparable Pals

Where you find a successful newspaper you find the popular one also. Newspaper success is obtained by a struggle throughout the ages, the constant endeavor to implant in the printed page the highest ideals and a strict adherence to truth and integrity. Success thus gained is permanent.

The outstanding popularity of the News League papers is indicative of its success.

IN DAYTON, THE NEWS has a daily circulation of 48,000 and on Sundays 47,000. The News shows a gain in National lineage of 46,592 lines, while the second and third papers show a combined loss of 133,590 lines (report ending July 31). The News far outshadows, in coverage, the second and third papers. On Sundays the News again leads in circulation.

IN SPRINGFIELD, THE NEWS is the homefolks paper. Nearly everyone in Springfield who can read English is a subscriber to the Daily News. The tremendous circulation of the News is the very best evidence of the premier position it commands.

IN CANTON the policy of the News League has placed within the city wall a paper which is positively the talk of the town. In less than one year, a gain of 30 per cent in circulation. All other departments have shown such remarkable increases that it becomes a tribute to the News League for its policy of producing a good paper at any cost. That National advertisers recognize the highly developed Merchandising Department is shown by the National Lineage gain.



Poor Richard Club to Have Endowed School of Advertising

THE Poor Richard Club, of Philadelphia, has received an endowment of \$40,000, the income from which is to be devoted to teaching young boys and girls advertising and journalism.

On November 19, 1923, Charles Morris Price, an active and muchliked member of the Poor Richard Club, was lost at sea in the Mediterranean. His father, Michael G. Price, of McNeely & Price. leather dealers, Philadelphia, desired to do something to commemorate his son. In discussing the matter last May with Bartley J. Doyle, then president of the Poor Richard Club, Mr. Dovle suggested that a fund be given to the Poor Richard Club with which to establish, on a sound and high plane, a school of advertising and journalism, equal, if not superior, to any school of its kind in the country. Mr. Price at once became enthusiastic over the possibilities and has placed in the trust of the Poor Richard Club the sum of \$40,000, The school will be known as the Charles Morris Price School of Advertising and Journalism of the Poor Richard Club. Philadelphia. The course will consist of two classes, an elementary class and an advanced class. Sessions will be held at the club house two nights a week for twenty weeks, beginning October 7, and the complete course will require two years. At the end of the second year the graduate will be given a certificate of gradua-Experienced instructors men who have actually engaged in advertising and journalismwill do the teaching. In addition to advertising and journalism, to advertising and journalism, there will be included as part of the instruction a course in English and in public speaking. It is felt that both of these are essential to the proper equipment of those engaged in advertising and selling.

On October 9 the school will be officially inaugurated at a luncheon held at the Bellevue-

Stratford, to which will be invited, in addition to Mr. Price, leading advertising men of Philadelphia, New York and other nearby cities, as well as educators who have achieved national reputation because of their interest in educa-There will also tional matters. invited manufacturers and merchants in whose business advertising naturally plays an important role. During the luncheon there will be accepted from the sculptor, Samuel Murray, Phila-delphia, a bronze memorial tablet of the foundation. This later will be erected in the club house.

The Poor Richard Club, through its educational committee, has been running a series of advertisements in the Philadelphia newspapers outlining the new school and offering its opportunities to men and women who seriously desire to enter the fields of advertising and journalism. Applicants, however, will be required to fill out a qualification blank, just as in entering any institution of learning. Students will be picked. They must have certain qualifications before their membership in the school will be accented.

Oil Trade Publications Change Ownership

The Oil Trade Journal and The Petroleum Register, both of New York, have been purchased by Leon D. Becker, president of the Shaw Publishing Company, Galesburg, III., publisher of Oil News and Fuel Oil. The Oil Trade Journal and Oil News will be merged under the name of the Oil Trade. The executive offices of the Shaw company will be moved from Galesburg to New York.

W. H. Rybeck Joins Hartford Brokers

William H. Rybeck has joined Eddy Brothers & Company, Hartford, Conn., investment brokers. He previously had been sales manager of the Meriden Cutlery Company Division, Meriden, Conn., of Landers, Frary & Clark.

Returns to Staff of Herbert E. Woodward

Jules M. Livingston has returned to the staff of Herbert E. Woodward, Binghamton, N. Y., advertising and merchandising counsel, with whom he was formerly associated. For the last three years he has been engaged in retail selling.

How Bankers Can Draw on Public Confidence

Is the American Bankers Association Neglecting a Big Job That Would Help Put This Country on a Sound Economic Basis?

By Amos Stote

WHETHER you care for the thought of it or not, one of the earliest speeches you ever made was, "Pop, gimme a nickel." This speech grew from an original adventure in finance to a habit. The chief change it met with was one of denomination. Demands increased in frequency

and proportion
—dimes, quarters,
half - dollars.
However backward you may
have been in the
"Three R's," you
were certain to
exhibit precocity
in learning the
language of coin-

One item concerning money you early acquired. It was that money

brought you things you desired, or thought you desired. It was a considerable time afterward before you knew anything of banks, and much later still before you had so much as a suspicion of banks as being other than places where money was hatched out.

The actual significance of money, the inclusive service of the bank; of these you knew nothing. This condition continued for many years. It is a permanent condition with hundreds of thousands of people to-

Only one class of men escaped this early ignorance. Bankers, of course, are born with complete and accurate appreciation of the reasons for currency and of the purposes of banks. This is obvious, and we must accept it. Otherwise they would have some sympathetic comprehension of the

unblissful ignorance of the majority, and would make a concerted effort to educate the public to the wide variety of functions of banks.

Even the American Bankers Association appears to have quite overlooked its opportunity and responsibility in this direction. For

> this organization. the fountainhead of our banking system, a great educational force so far as its own membership is concerned. wonderful, though practically unknown, servant to all the people, is in a position to sponsor national public education in the purposes and

Until the American Bankers Association has promoted a national educational advertising campaign, and until it has assisted banks all over the country to carry out similar local programs, it has not proved the bankers to be masters of the highest form of finance—the banking of public confidence and appreciation.

benefits of banks.

During the winter of 1917-18 I spent several evenings with a very high official of a very great American bank on the roof of the Plaza Hotel in Havana, Cuba. His banking duties had taken him to all parts of the world. He had ridden over mountains and through wildernesses, with top hats and frock coats and other proper impedimenta strapped to pack animals, to reach inland Latin-American capitals for the purposes of negotiating loans. He had slept in desert tents and omate palaces—and he knew people as well as banking.

One evening I spoke about our exports to Cuba, how I had found merchants, all the way from Santiago de Pinar del Rio complaining of the poor service and bad credit arrangements our exporters were giving them. And I asked him what he thought the

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Home-made bread!

In millions of homes, for over half a century, Yeast Foam and Magic Yeast have been playing their important part in making "Home-made Bread" one of the world's most appetizing phrases. The Northwestern Yeast Company started with Williams & Cunnyngham in 1917. That means we, as their advertising counsel, have enjoyed seven pleasant years' association with that distinguished concern.

Williams & Cunnyngham

Whose business is the study and execution of good advertising

6 North Michigan Ave., Chicago 111 Fifth Avenue, New York

Clients we serve

American Stationery Company
Personal Stationery

The American Tobacco Company
Bull Durham Tobacco

Baker-Vawter Company
Office Systems and Equipment

Geo. B. Carpenter & Company
Marine Supplies

Chicago Steel Foundry Co.
Super Steel Castings

Cornell Wood Products Company Wall-Board

The Cudahy Packing Company
Old Dutch Cleaneer

Davenport Bed Makers of America
Davenport Beds

Ditto, Incorporated
Duplicating Machines and Supplies

Hart Schaffner & Marx Clothing The Holt Manufacturing Company, Inc. "Caterpillar" Tractore

Ingersoll Redipoint Company Redipoint Pencils

Marshall-Wells Company Hardware and Household Specialties

Morton Salt Company

Northwestern Yeast Company Baking Yeast · Yeast Foam Tablets

Peaslee-Gaulbert Company Paints and Varnishes

Sun Oil Company
Sunoco Lubricants and Petroleum Products

Western Clock Company Big Ben · The Westclox Family

Western Fruit Jobbers Association of America

Fruits and Vegetables

Wheary-Burge Trunk Company Wheary Wardrobe Trunks outcome would be concerning our war exports.

His reply was, in effect, "whenever and however this war ends, our country will experience the worst slump it has ever had, and within two years after peace. It would be possible to modify that depression, greatly, if not prevent it; but it is highly improbable our business and financial men will take the necessary steps.

"We hold foreign trade by the throat. It will be glad to break that hold. If our exporters would set themselves to develop foreign trade, and so win the respect and confidence of foreign merchants, we could soften the post-war shock. The other vital thing is the education of our people to the true meaning of money—its purposes, its functions, and the purposes and functions of the banks."

I remember writing something of this for PRINTERS' INK. It appeared in the spring of 1918, when war work and profits were booming. I also remember being laughed at because of those predictions. Yet within two years banks were failing and factories closing up; and the President's Unemployment Conference was spending futile weeks trying to evolve random measures, most of them costly beyond all reason, for putting idle workers who had failed to save their excess wages at any sort of tasks.

But there is no need to hark back to the past responsibilities of the banks toward their customers, stockholders and the public generally in the matter of education. Their present responsibilities and opportunities are

quite sufficient.

They have an almighty big job to perform in helping to put this country on a sound economic basis. The mere functioning of banks along established lines is by no means enough. Unrest is in the air, in the souls of workers and in the minds of politicians. The banks, through the American Bankers Association, need, for their sakes as well as for the country which supports them, to do some very forceful educating.

Educational advertising offers them the most prompt and responsive method for accomplishing this work. It offers them means to increase their own business. Means to perfect and protect their operations by giving the people an understanding of the relation which exists between banks and the regular daily life of each individual. It opens the way to forestall inhibiting legislation. It opens the way to the incalculable wealth of human friendship.

Because our average citizen knows little concerning the service banks are rendering him in connection with his most casual activities, and is equally ignorant of the particular ways in which banks may be of personal assistance to him, his natural inclination is to under-estimate their importance and to over-estimate their cold, iron-clad rules which seem to favor only the rich and powerful.

Until this misinformation is transformed, somewhat at least into fair appreciation, the banks will never have the mass support their growth and their freedom from demagogic interference will find essential.

A CO-OPERATIVE NATIONAL CAMPAIGN NEEDED

Individually, a number of banks scattered over the country have accomplished remarkable results through the use of educational advertising. That such efforts have brought tangible returns in increased business is shown by their growth in deposits and also by their enlarged popularity in their communities. But the situation facing banking as the basic function in the operation of the modern state calls for a nation-wide program of education.

Any one of several of our great banks could afford to undertake this program, single handed, and would most certainly win for itself a position of regard and confidence worth, in negotiable popularity, all the program would cost. And it would bring in actual business, strengthen its position with all its correspondent banks and make itself, in fact as



The EUGENE MGUCKIN Company

1211 CHESTNUT STREET PHILADELPHIA

ADVERTISING

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A newspaper that can *fill* theaters can *empty* shelves

Here's what some movie exhibitors think of advertising in The Star (taken at random from a sheaf of letters on file).

The St Cours Star

Wm. Goldman Theatres, Inc.

".... and I don't hesitate to tell you that we regard your publication as one of our greatest assets"

Aubert Theater and Airdome

"... business has been steadily increasing at the Aubert, and I want to assure you that I am giving you ducredit ... and deem The St. Louis Star invaluable to me ... "

Eighteenth Street Theater

"... Give me the Movie Directory every time. I have used it exclusively and don't intend to change unless The Star goes out of business..."

South Side Amusement Co.

".... From the very start we have found that our daily admissions have increased at an almost unbelievable rate. This has been due wholly to our advertising in The St. Louis Star..." St. Louisans spend approximately \$250,000 per week for motion picture entertainment.

—and of the advertising that directs this huge expenditure, The St. Louis Star carries far more than any other St. Louis daily newspaper.

-has done so for years.

—because it is read by a class of people who not only want to respond but who are financially capable of responding to advertising.

—the kind of people, for instance, that you would select as the most logical prospective purchasers of your merchandise or service.

Nothing counts | But RESULTS

National Advertising Representative
THE S. C. BECKWITH SPECIAL AGENCY

well as in name, a National bank. Yet this task should not be turned over to any single bank, or even to any group of correspon-It belongs, by right dent banks. of responsibility and opportunity, to the American Bankers Asso-This organization is the legitimate voice of the banking industry of our country. It should speak for that industry as a whole, speak for it as a social as well as a commercial force.

Not only should the American Bankers Association undertake this work because of its constructive service to its membership and to the people; but because such service is due the Government as a decent compensation for the cessation of Federal advertising of Treasury Savings Certificates.

Whether or not the American Association had Bankers hand in the pressure brought on Washington to stop the sale and advertising of these certificates (the story of this unhappy affair is well told in the June 26 issue of PRINTERS' INK) the fact remains that hundreds of individual banks poured in vehement pro-

There seems abundant evidence that the banks not only worked against their ultimate benefit in this short-sighted attitude, but also that they did great injury to the wage-earning classes, espe-cially to the more ignorant, who are least able to protect their savings and most likely to become public charges.

A CONDITION DEMANDING ACTION

If the banks will not permit the Government to promote thrift and independence, then let the banks. through their association, forward this most necessary work. They will secure very prompt returns. sufficient to satisfy their rightly selfish desires, and at the same time serve an urgent national need. Moreover the banks have a far broader program at their disposal, and a far more inclusive service to feature, than Washington has with its savings certificates.

As with all such basic opera-

tions, the conduct of an educational advertising program dealing with the banks and their functions will bring the greatest benefits to all concerned if it goes back to the beginning and opens with simple statements as to what and why is money.

Intensely interesting history of ancient times when money did not exist is available to illustrate and emphasize each item of modern

banking service.

As we are a nation made up of all nations there is opportunity to clarify some simple financial points, and at the same time hold popular interest, by explaining why money is practically universal, while coinage is national. A typewriter or cake of soap may be sold in a score of countries for money, but in no two countries will the coinage be the same.

This gives an opening to bring out the fact that money, in itself, has little actual value; but that people work for it and save it for what it represents in buying The typewriter is valupower. able because of the service it performs. Consequently it will attract money in any country. But money, currency, only "speaks the language" of the country of its birth, so far as general circulation is concerned.

With such introductory messages the American Bankers Association could revert to the days when no money existed, and show the difficulties experienced in all matters of trade. Here is striking material with which to impress the mass of the people with the daily service of the modern bank.

While greed may have made some of us slaves to money, it is money and the banking system which have done much to free nations from slavery. Money democratized the world and opened the way to commercial independence to all men.

To a very considerable extent, before the days of money men who were not in business for themselves had to belong to some master to gain a means of liveli-While this was not enhood.

tirely due to the non-existence of money, yet that lack had a profound influence upon all questions of human interdependency.

When there was no money the majority of men had to attach themselves to some chieftain or leader who could assemble them in such a manner as to divide their labors into a sufficient number of channels as to make the group self-contained and group supporting.

We of today speak of "working for a living." Actually we work for money with which to buy a vast variety of things supposed to make living more agreeable. In ancient times "working for a living" was exactly what men did, and their living was doled out to them with precious little opportunity to save or work for independence. Their pay consisted of such food, clothing and living quarters as their chiefs saw fit to provide for them.

Provide for them.

Yet the lack of money, and all its hampering limitations, did not

represent the full measure of obstacles to progress in ancient times. The lack of the functions of the modern bank forced far greater inconveniences. Today a nation is only as strong as its banks. The currencies of weak nations, of starved banks, soon become a menace rather than an aid to economic operations.

The American Bankers Association has at hand material as full of glowing human interest as a bank's daily operations are full of practical value to the humblest of men. If proper regard is given to making the educational advertising messages very simple, the results are assured.

After the days of barter came those when bricks of metals were used as mediums of exchange. These were usually copper or silver. Old King Tut and some of his royal race employed "money" bricks back as far as 1700 B.C. And think of the thrill in a piece of text which tells that long before the time of the Christ the

DORRANCE, SULLIVAN & COMPANY

Incorporated

130 West 42nd Street NEW YORK

31 Milk Street BOSTON

Advertising

med was form allow





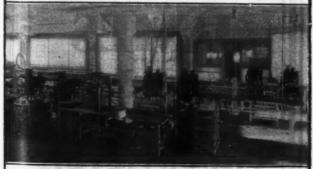
The fact that the Lavoris Chemical Co., of Minneapolis, have bought one World Labeler after another as their needs demanded it, distinctly manifests the satisfactory service these machines give them.

The World Labeler will label your products as cleanly and uniformly as it does "Lavoris." Get full particulars by writing.

ECONOMIC MACHINERY CO.

8 Grafton Street

Worcester, Mass.



Lavoris Co. plant, Minneapolis, Minn., with a battery of World Labelers

WORLD LABELER

copper mines of Mt. Sinai were being worked to secure metal for

exchange purposes. After picturing conditions as they were before the days of money and money-changers, who were the first in the procession of bankers, the American Bankers Association has at its disposal those weird operations engaged in by financial houses in connection with lotteries, clipping coins, issuing token money, the story of notching and splitting the tally stick, incidents connected with early strongboxes and strange banknotes. Each offers a marvelous contrast to some specific operation of the modern bank.

Without attempting to assemble the material for an educational advertising program in chronological order this attempt at an outline should be sufficient to impress the abundance of valuable data available. And let it not be overlooked that the operation of such a campaign will bring about, in addition to a popular under-

standing and appreciation of banking services, a new attitude on the part of many bankers.

They will lose that superstitious fear of making a remark which might cause some person to think banks have not always been the strongholds of conservative operations. Not a few bankers are so afraid of being misunderstood they refrain from any attempt to take the fear-inspiring mystery out of their operations, or from any attempt to put the business on a human, friendly foundation.

But to get on with the program. How about the little touch of art in banking, when gold and silver rings were used as means for commercial, rather than heart exchanges? The Carthaginians had a leather money, given fictitious value by the state for internal use. In Babylonia debts were property and could be assigned to a third party without notification to the debtor. The early bankers of Greece had money tables in the



There's a distinctive CLEVELAND fold to fit your copy and lay-out



Of all the factors that can set off your direct advertising, to make it different from the other fellow's and give it strong attention value, the distinctive fold is one of the most important and easiest to obtain.

When your prospect opens up your literature, you want to catch his attention, hold it, and drive home your message. And there's a distinctive CLEVELAND fold that will help you do it.

Somewhere among the 210 different folds that can be made by the CLEVELAND Folder, which makes all the folds made by all the other folders and a great many none of them can produce, you will find the one which best sets off your sales arguments.

Call in your printer. If he has a CLEVE-LAND he can probably give you just what you want.

THE CIEVELAND FOLDING MACHINE CO.

1929-1941 East 61st Street

Cleveland

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GIAMBATTISTA BODONI

MASTER OF THE
USE OF WHITE SPACE

WHEN Bodoni cut the first of what are still known as "Modern" faces, he started a style which quickly spread throughout Europe and America. Today we have Bodoni revived, not as a fad but as a valued part of the typographer's equipment, and an advertisement done in the true Bodoni manner stands out in brilliant contrast to its more subdued neighbors.

The Bodoni face should not be crowded. Leading is essential to legibility, and where the type is used in mass ample margins should be allowed. Rules and decorations should echo the thick and thin elements of the letters.

For the Linotype, Bodoni has been cut in three weights, Bodoni Book, Bodoni (medium), and Bodoni Bold, each series in combination with its italic. There is also an accompanying series of appropriate decorative material.

MERGENTHALER LINOTYPE COMPANY

Department of Linotype Typography

461 EIGHTH AVENUE

NEW YORK CITY

market-place and there are some beautiful old stained-glass windows in French cathedrals showing these bankers with their bags of gold and silver beside them. The jobs of these financiers were chiefly exchanging small coins for large, foreign money for domestic, and making loans on ships and cargoes, at very fat rates.

Contrasting texts can be built about the history of the famous Lombard League, a powerful association of early Italian bankers which might be likened to the American Bankers Association. Other text opportunities may be picked from the old custom of banks charging depositors for handling their money; from the work of goldsmiths who frequently acted as bankers and from the various kinds of "bank money" issued under certain conditions.

This is probably enough to indicate the educational advertising opportunities open to the American Bankers Association so far as ancient history is concerned. With such a background painted to give the mass of the people an appre-

d

ciation of how banks have advanced in their service there has also been given a broader understanding of the progress of all mankind in all departments of life.

With this stabilizing program established the texts might proceed to banking conditions during our eventful Colonial days.

Then we had no gold or silver mines, so metallic money was all of foreign stamp, and not much of that. For half a century New England colonists used Indian "wampum," not only for trading with the natives, but among themselves, as well. Corn, cattle, beaver skins and tobacco also served as Colonial "money," but it caused such constant trouble and loss paper money was introduced, which had a troubled career because it was not backed by bullion.

In contrast to the early scarcity of gold and silver is the record of the year 1920, when we mined gold valued at \$50,000,000 and silver to the value of \$57,000,000.

So from the prehistoric days of barter, through the chaotic Middle Ages, right down to the 1924

Over a

Half Million Lines

Food Advertising

carried in the

WASHINGTON TIMES

WASHINGTON, D. C.

so far this year. Include this newspaper in your Fall Schedule, which will also entitle you to free exhibit space in the National Capital Food Show.

Write for Particulars

G. LOGAN PAYNE CO.

PAYNE, BURNS & SMITH

model bank, with its multifarious operations and its infinite unseen services to the humblest of men, the program of educational advertising open to the American Bankers Association could be carried progressively forward.

Few of us realize what our banks do for us and what they are prepared to do for us. Obviously, we need to be told.

When all the historic phases of banking have been covered there remain the operations of the modern bank to be treated from the standpoint of its service to all men. Each department of the bank, each division of its tasks, holds potential copy of instructive interest to the mass of Americans. And the American Bankers Association, itself, is not to be ignored in this connection.

Walter W. Head, president of the American Bankers Association, recently said in an address before the Wisconsin Bankers Association: "Organization is deemed to be the watchword for the successful operation of any and all undertakings. We bankers are not immune. We, too, have organized. The American Bankers Association has 22,000 members—an overwhelming majority of all the banks of the United States

the banks of the United States.
"The American Bankers Association is a great business institution. It provides travelers' checks—
places insurance—spends tremendous sums for the prevention of
theft and fraud—investigates and
reports on Federal and State legislation and furnishes legal opinions.

"Its Agricultural Commission has devoted its energy to increasing diversification of crops, providing better marketing methods and facilities and to assuring adequate financing of the agricultural industry. As a result of this great work bankers in every section of the country are co-operating with the agricultural colleges and farmers for relief of fundamental ills."

Later in his address Mr. Head brought out these significant thoughts: "To be bankers today, bankers must be more than bankers. They must be economists,

New York Evening Graphic

New York City's new tabloid evening newspaper, which will begin publication Sept. 15th,

Announces, Effective September 1st, 1924, the appointment of

PRUDDEN, KING & PRUDDEN, Inc.

New York 270 Madison Ave. Boston Globe Bldg. Chicago Steger Bldg. San Francisco Sharon Bldg.

Los Angeles San Fernando Bldg.

Seattle Leary Bldg.

as National Advertising Representative

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YOU DON'T HAVE TO LOOK FOR A LIGHTHOUSE

T enjoys grand isolation on a rock in the sea or on a sandy headland ashore. Yet every lighthouse is constructed and "set-up" along certain planned lines to make it easily recognizable from a distance during daytime.

You would instantly see and recognize a lighthouse on Broadway if it housed a theatre or restaurant.

Think of the row after row of advertisements in newspapers and magazines. Suppose yours "stuck out" like a lighthouse among them.

The space you purchase is rectangular, the art work has its limitations, but the only restriction on the typography you use is good taste and harmony with the intent of your message.

We are successful in making our clients' advertisements lighthouses in a sea of mediocrity of typesetting. Why not let our typography talk for you?

WIENES TYPOGRAPHIC SERVICE

203 West 40th Street, New York Telephone Longacre 7034

All-night-service insures quick mailing of proofs to out-of-town clients

PARISIAN NOVELTY CO. are the sole licensees to manufacture and sell the Andy Gump Brushes, Mirrors and Buttons

ANDY GUMP

PRESIDENTIAL CAMPAIGN

Advertising Specialties



1% inch Campaign Button
2 inch Campaign Button
Campaign Pocket Mirror
Andy Gump Brush

"Tie-up" your advertising to about one million dollars worth of free publicity by using Andy Gump advertising specialties. Cartoons are run in 300 newspapers and are read by about 30,000,000 people daily. Illustrations of Andy and Min together with your own copy can be printed on any of the many clever advertising specialties in our line.

Originators and Manufacturers of Advertising Specialties Since 1898

PARISIAN NOVELTY CO. 22nd and La Salle Streets CHICAGO sociologists, men versed in industry and commerce. They must be psychologists, knowing human nature. Bankers must concern themselves with the problems of the railroads, the coal industry, the oil industry and the other prime industries."

And you might add, Mr. Head, that bankers must also be advertisers, educational advertisers to the whole nation for the whole

national good.

In another address Mr. Head stated: "One hundred years ago the total national wealth was less than \$1,000,000,000, less than \$100 per capita; today the national wealth exceeds \$300,000,000,000—an average of almost \$3,000 per capita. In 1821 there were ten savings banks with 8,635 depositors, with \$1,138,000 on deposit; 100 years later over 30,000,000 depositors had more than \$18,000,000,000 in savings deposits.

"We have today 110,000,000 people, occupying 3,700,000 square miles of territory and possessing wealth estimated at \$300,000,000,000. Our bank deposits aggregate approximately \$40,000,000,000."

And these vast achievements, Mr. Head, are due to a very worthy degree to the banking system of this country, to the capacity of thousands of bankers, to the organized efforts of the American Bankers Association. But while you have organized the finances of the country, and given heroic aid to industrial organization, the biggest job remains to be done.

You must organize the mass of the people. You must gather them into the circle of a widespread educational advertising program. Few institutions can compare with yours "for services rendered." But who knows of these services?

Until your American Bankers
Association has promoted a national educational advertising
campaign, and until it has assisted banks all over the country to
carry out similar local programs,
you have not proved the bankers
to be masters of the highest form
of finance—the banking of public
confidence and appreciation.

And 57 Jobbers Said, "GREAT!"

by Arthur W. Wilson of Thresher Service

A BUSINESS needed jobber help.

Our studied plan was sent to the jobbing group. Without further solicitation nearly one out of every three accepted the offer and got behind the plan. Now our follow-up is bringing additional returns.

The right approach and the right objective... may we talk with you?

THRESHER SERVICE INC.



136 Liberty Street, New York City Telephone · Rector 7880 ~ Cable · Flailad

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art buying simplified

The Artists' Guild can keep you intimate with the work and availability of each of its 361 free lance members. Ask us to explain this free service.

THE ARTISTS' GUILD

OF THE AUTHORS' LEAGUE OF AMERICA 2 East 23rd St., New York City Phone Ashland 6467



A Big Business with an Undeveloped Market

Present Per Capita Consumption of Candy Is Fifteen Pounds a Year-A Figure That Could Easily Be Increased-Annual Advertising Expenditure of Entire Field Is \$2,500,000

THOS. CUSACE CO. CHICAGO, ILL.

Can you tell me what is the average appropriation of candy manufacturers for advertising and sales promotion? I also should like to know how many candy bars, especially the five-cent kind, the bars, especially consumes in a year.

Thos. Cusack Co.
C. E. Pritchard.

CCORDING to figures sup-A plied to us by the National Confectioners' Association, Mr. Pritchard probably ate fifteen pounds of candy during 1923. If he did not, somebody else ate enough in excess of fifteen pounds to keep up his part of the average. In other words there was enough candy of all kinds consumed in the United States last year to allow fifteen pounds for each man, woman and child. If anybody failed to get his fifteen pounds therefore he may properly conclude that somebody else got more than his share.

The volume of sales in candy bars to which Mr. Pritchard directly refers is increasing faster than that of any other item in candy. Merchandisers say this is due to growing excellence in product, low unit price, ease in distribution and minimum waste. In 1923 manufacturers' sales of all kinds of candy bars amounted to something over 30 per cent of their total volume. Taking this as a basis and assuming that the country's population in 1923 was 110,000,000, the per capita eating of candy bars would be just about four and a half pounds. Or, putting it another way, the total value of candy bars, at manufacturers' prices, consumed by the sweetsloving American public during the year would be about \$135,000,-

It is next to impossible to get accurate figures as to the percentage of sales manufacturers of candy specialties spend for advertising and sales promotion. Indeed, it is only during the last three or four years that manufacturers have given any money to sales promotion, except on candy packages of a pound or more. Many producers of candy specialties even now spend absolutely nothing in this direction. It can be said therefore that the percentage spent for developing sales is small indeed and, taking the industry as a whole, on a basis far below the opportunities offered. One candy specialty manufacturer advertising heavily is the Williamson Candy Company, of Chicago, maker of the Oh Henry! bars. The sales in this item have grown to remarkable proportions during the last year or two. The adver-tising has been of a kind to emphasize an idea that is rapidly gaining ground, namely: good candy is more than a confection and that it actually is food. Figures on the Williamson appropriation are not available, but it doubtless will run well in excess of \$250,000.

The annual advertising outlay for the candy industry as a whole, according to the estimate of Walter C. Hughes, secretary and treasurer of the National Confectioners' Association, is approxi-mately \$2,500,000. This, it will be readily seen, is extremely small when one considers the big market for candy and the readiness with which people respond to advertising presentations. Firms such as Stephen F. Whitman & Son, and H. O. Wilbur & Sons. both of Philadelphia; Mason Au Magenheimer, Brooklyn; the Walter M. Lowney Company, the F. H. Roberts Company, and the Cox Confectionery Company, all of Boston; The Nunnally Com-pany and Norris, Inc., of Atlanta, Ga.; the Mint Products Company, Port Chester, N. Y.; the Robert A. Johnston Company, Milwaukee, and The Cracker Jack Company,

All America Is Dressing Up

PEOPLE of today demand better books, better plays, better wearing apparel, better homes, better motor cars.

Those who endeavor to sell to them must realize this in their advertising. Sales messages that do not interest them do not move them to BUY.

Canson & Montgolfier Hand-Made Papers secure response from people because they impress on their minds a product's quality and style.

Canson & Montgolfier

of Vidalon, France

Manufacturers of Hand-Made Papers Since the 16th Century

> 461 Eighth Avenue New York City



321 Broadway

New York

Chicago, push forward advertising and sales promotion work on an ambitious scale. The extreme conservatism, if you want to call it that, of candy manufacturers as a whole serves to pull down the average outlay. But the candy industry is waking up to what can be accomplished through developing sales in the modern way. The industry has got to a point where it is at least receptive to advertising and we should not be at all surprised to see some decidedly forward steps taken during the next few years,—[Ed. PRINTERS' INK.

Oakland Tries Romantic Appeal on New Model

THIS year the Oakland Motor Car Company, Pontiac, Mich, adopted the policy of making no specific announcement of a new model. However, in order to bring before the public the improvements of its cars, the company decided upon a novel advertising plan. This plan was advertised as "Sealed Order Week" and ran from August 18 to 23. Its purpose was to stimulate sales interest in the dull August season and, in a spectacular way, ring in the regular fall advertising campaign.

Six sealed orders were sent to every dealer in the country with instructions to display these in their showroom windows. Each order which was to be opened on a designated day, announced to the public a different demonstration of the improved Oakland 6-54. A special edition of "The Oaklander" prepared the way for dealers and explained "Sealed Order Week," stressing the romantic appeal suggested in the term "Sealed Orders." This appeal was described as follows:

"Visions of an old sea dog, weighing anchor and setting the nose of his four-master toward the horizon—nothing to guide him until the sealed envelope is broken fifteen leagues from shore—the buzz of suppressed excitement

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Prestige Ledger

PRESTIGE FOR YOU! The widespread popularity of PRESTIGE LEDGER is based on its recognized achievement in the medium-priced ledger field. Of ledgers in its class it gives the best economy and satisfaction.

Yet, into every sheet goes the recognized Neenah quality, methods and materials. The prestige of a modern mill of unquestioned integrity is impressed with the Owl mark into very sheet.

Like every Neenah paper, Prestige LEDGER is guaranteed—the user to be the judge.

Note the Tear and Wear as well as the Test"

NEENAH PAPER COMPANY

OLD COUNCIL TREE BOND Neenah, Wisconsin Scottes Bond

WISDOM BOND GLACIER BOND STONEWALL LINEN LEDGE

CHIMPPARK BOWD NEBNAH BOND

Check the Names

Write for complete free sample outft, including full shoots of Norman bonds and ledgers for testing surposes



'tween decks as the flintfaced men discuss their mysterious destination — that is the atmosphere 'sealed orders' begets."

Small teaser advertisements, to create mystery and interest, touched off the campaign. Then, on Sunday of the special week, on Sunday of the special week, large newspaper advertisements broke the news to the general public that from Monday to Saturday, from Bar Harbor to San Diego, Oakland would give different special demonstrations every day under sealed orders from the factory. Follow-up advertisements appeared each day vertisements appeared each day.

The first order, when opened Monday in the store window, told dealers to give an exhibition test of the Oakland's four-wheel of the Oakland's four-wheel brakes. Sealed order No. 2 contained instructions for operation and control day; this was followed by Duco finish day; safety day; advanced feature day and last, all-round performance day. Dealers were urged to interest prominent civic officials, such as the chief of police, in opening the

sealed orders.

Italy Turns Bread into Advertising Medium

Advertising Medium

"To swallow the dictionary" is usually regarded as a figure of speech, but it may be taken in its literal sense in Italy, according to an article which appeared in The American Restaurant. In that land of sunshine, it seems, the enterprising advertisers have produced a form of edible advertising which is turned out by the bakers.

The "copy" is impressed upon the dough before the latter is baked, a secret ink being used, which turns darker after baking, making the reading matter clearer and more legible. It is said that the food inspectors have approved the plan, and the bakers claim that this source of revenue will enable them to reduce the price of bread to the consumer. It is reported also that various kinds of products are being given publicity through this unusual form of advertising.

Jewelers to Advertise New Ring

An advertising campaign on a new composite octagonal ring is being planned by the National Diamond Assemblers, Inc., New York. Plans call for the use of magazines, theatre programs, business papers and direct mail. This advertising will be directed by the New York office of the Campbell-Ewald Company, advertising agency.

To the Art Directors of New York

Completely organized now — with a fine, well-balanced staff of skillful designers and illustrators - experienced artists from New York and Chicago - men famous for individual technique, I am now in a position to extend to you a select and signal service in the preparation and completion of distinctive advertising campaigns.

J. ALBERT CAVANAGH

TWO WEST FORTY-SIXTH STREET, NEW YORK

Art for Advertising

1924

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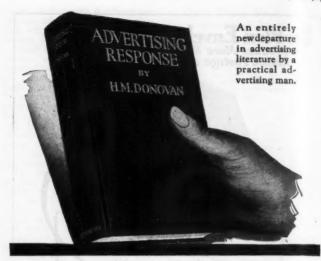
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A Research into Influences that Increase Sales

by H. M. Donovan

HIS BOOK is the result of an extensive investigation and study of 20,000 replies indicating the response of consumers to advertising.

It is entirely new to advertising literature. By means of 47 graphic charts definite laws on advertising response are explained simply and clearly.

There is included a complete analysis of the proved methods of successful advertisers. Actual figures are given which show exactly how leading brands have attained their position. Basic principles are revealed on which sales have been successfully built up.

> No other book contains this useful information

H. M. Donovan, the author, is well qualified to present this subject because of his long experience in selling and advertising, and in solving marketing problems.

He is the head of a well-known advertising agency, and this research was originally begun with the idea of making the results available for use in his own organization.

Sent on Approval

"Advertising Response" supplies, in usable form, understandable knowledge vital to the success of every advertiser. You can apply these trade-getting and trade-holding facts to your own problems.

Sold at all book stores for \$2.00. Or you can get the book on approval for five days. Just send us your name and address and a copy will go forward to you immediately.

J. B. LIPPINCOTT COMPANY, Publishers Philadelphia

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Merchandising Advice for Retailers at Advertising Convention

Ninth District Convention of Associated Advertising Clubs of the World Meeting at Washington, Iowa, Hears of Several Star Examples in Retail Merchandising

MANUFACTURERS in terested in obtaining specific
cases of the successful use of advertising by retail merchants would
find several worth passing on to
their dealers in addresses made at
the annual convention of the Ninth
District of the Associated Advertising Clubs of the World, held at
Washington, Iowa, from August 25
to 27. James A. Austin, advertising manager of the Omaha Bee,
for instance, gave several helpful
examples after he had given a
general prescription on advertising copy.

"Get the sales angle first—then advertise," declared Mr. Austin. And don't advertise until you get that angle." This was his general prescription. Then he gave spe-

cific examples. the Pioneer He pointed to Paint and Glass Company of Omaha. Through a survey it was found that practically all paint sales are made to men. According to Mr. Austin, there are 165 different kinds of white paint and the average man doesn't know one from the other. The Pioneer people accordingly stopped trying to sell paint by brands and established a service department where customers could get reli-able and expert information on what kind of paint to buy. That was their advertising angle. sult-a 65 per cent increase in paint sales the first year.

Another illustration: The averable cobbler, when he puts on a half-sole, destroys the original shape of the shoe. Ever notice that? Right there was an angle for J. R. Phipps of Omaha, who was struggling along with a little shoe repair shop, doing an annual volume of about \$6,000. Today Phipps is known as "America's

The Atlanta Journal

Atlanta, Ga.

Covers Dixie Like the Dew

The Sunday Journal carries:

8 pages of Rotogravure (Printed in Atlanta)

8 pages of Colored Comics

32-page Magazine

Associated Press Service

The South's Best Sporting Section

2 sections of Society and Woman's News

Paid Circulation (10 cents a copy)

106,084

Advertising in
The Journal Sells the Goods

WHAT DO YOU WANT TO KNOW ABOUT STANDARD REMEDIES?

- -its circulation?
- -its influence?
- -its type of reader?
- -its advertising rates?

We have prepared a special folder covering this information, and would be pleased to mail it on request.

Merely drop us a card and learn more about this publication that fully meets the needs of the pharmaceutical specialty industry.

STANDARD REMEDIES

425 Star Building Washington, D. C.

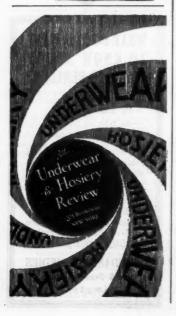


Publishers

We recently showed one publisher how to increase the sale of his advertising space 30% giving him an extra profit of \$35,000.

Do you want more profits from your publication?

Edward H. Schulze, Inc. 37th Floor Woolworth Building New York City



Master Cobbler" and is doing \$150,000 annually. He advertises that he retains the original shape of your shoes, and he actually does it. In the fall, Phipps uses another angle. "The time to buy shoes is in January, not now," he announces. And then he advises that Omaha residents have their old shoes repaired, wear them until January, and then take advantage of the January shoe clearance sales.

George Pray, men's clothier of Omaha, wanted to advertise his line of Phoenix hose for ladies, "Why should I walk seven blocks out of the main business district, past a dozen other good stores, to buy Phoenix hosiery from you?" asked Austin. "Because," replied Pray, "I buy everything that the Phoenix people make, including all out-sizes and all qualities. More than that, we know hosiery." There was the angle—the reason why. From the advertising campaign that was built on that idea, Pray sold \$60,000 worth of Phoenix Hose the first year and \$90,000 the second year.

"Get your angle first, use large enough space, and tell the truth," is Austin's recipe for a successful

advertising campaign.

Fred P. Mann of Devil's Lake,
North Dakota, has found that advertising is a more difficult
process than it was four or five
years ago. "Competition is
stronger," he declared, "and it
takes unusual publicity effort to
bring results now. We are saled
to death. Everybody's doing it
and the general appeal is just
about the same. Then when we
don't get results we are inclined
to blame the newspaper. But it's
not the newspaper's fault in most
instances. It's most frequently the
result of poor merchandising and
lack of salesmanship.

"The chain-store solving the problem. They know how to control their stocks, they know how to buy, and they know how to sell. Unless the independent merchant learns how to do these things, he is hopelessly outclassed by the chain store," Mr. Mann declared.

"The mail-order business in

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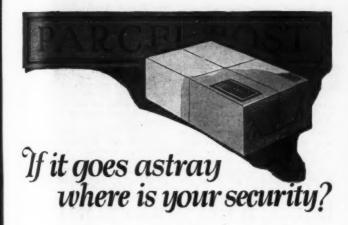
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NO one can guarantee the safe arrival of your parcel post package. But-prompt financial reimbursement is guaranteed in case of loss if you enclose a coupon from the North America's Insurance Coupon Book in every package.

No red tape delays—the coupon stub is the only shipping record required.

Call up today for details about our rates for Parcel Post Insurance.

Insurance Company of North America

PHILADELPHIA

Founded 1792

"The Oldest American Fire and Marine Insurance Company"

Insurance Company of North America, Third and Walnut Streets,

Philadelphia, Pa., Dept. W-94.

Wants information on Parcel Post Insurance

small-town communities will continue to grow," he continued, "until you merchants learn how to merchandise and advertise."

James W. Fisk, merchandise for the Milwaukee counselor Journal, declared that making more money in retailing is simply a matter of common sense. "Buy only what the public wants," he urged. Then he referred to a clothier who was carrying sixteen different brands of collars in stock and upon investigation it was discovered that 90 per cent of his collar sales were on just three brands. He immediately cut the other thirteen out and began to realize a profit on his collar department.

"Simplify your advertising," suggested Mr. Fisk. "When heavy literature is written into an advertisement, only two people read it-the fellow who writes and the compositor-and they wouldn't read it either if they didn't have to."

Other addresses were made by Frank H. French, president of

the French Advertising Company, of Cedar Rapids; J. W. Cover-dale, secretary of the American Farm Bureau Federation and Professor E. H. Lauer of the Iowa School of Journalism.

The Ninth District Convention

was held in a large tent on the Chautauqua grounds at Washington and the visitors camped. The next meeting of the District will be held next year at Centerville.

Iowa.

R. E. Shannon, business manager of the Washington, Iowa, Evening Journal, was elected president; Graham Stewart, Peo-Popular Monthly, Moines, first vice-president; C. E. Fiers, Centerville, Iowa, second vice-president, and Isaac Rothschild, Iowa City, secretarytreasurer.

Death of J. P. Bush

J. P. Bush, business manager of The Associated Arizona Producer, Phoenix. Ariz., died recently at Los Angeles. He had gone to Los Angeles for an operation.

THE PROGRAM METROPOLITAN OPERA HOUSE **NEW YORK**

In order to satisfy as many advertisers as possible in the matter of position, it is advisable to apply NOW for space for the

Season 1924-1925

Advertising in The Program creates sales; helps to build and maintain prestige-locally, nationally and internationally

Specimen Copy and Rate Card mailed on request

THE PROGRAM-METROPOLITAN OPERA HOUSE

Triune Printing Co., Publishers, 419 Lafayette Street, N.Y.



Hundreds of Newspapers are Increasing Their Local Lineage This Fall With

STAR ADCRAFT Service

The Livest, Most Space-Selling Mat Service in America

Wire us collect for current proofbooks and price

STAR ADCRAFT SERVICE

BROADWAY AT 58th STREET

NEW YORK

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950,000

Circulation Guaranteed beginning with the February 1925 Number.

This is an increase of 100,000 circulation. Further increases are anticipated.

PEOPLE'S HOME JOURNAL

New York

The Leading Small Town Home Magazine Sept.

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Big Outlet Offered Advertisers

(Continued from page 8) seeds and bulbs it is just as logical for them to offer garden tools as it is for the hardware man to ell seeds. Keeping out of the higher priced items they can sell lamps and lighting goods, including electric light globes.

Other items belonging in a grocery store are stock and poultry foods, proprietary remedies and bottled beverages.

The items mentioned, and many more than could be named, fit as properly in a grocery stock as does sugar. If, on the other hand, the grocer would add small stocks of shoes, ready-to-wear and general variety goods he would quickly find himself to be the possessor of a general store or a junk shop-more likely the latter.

Major lines such as those just mentioned cannot be given sideline treatment. If they are, the whole purpose of the branchingout process is defeated. But there are other things, entirely unrelated, that the grocer may use to increase his gross profit. S. F. Bowser & Co., Inc., of Fort Wayne, Ind., is having good success in selling gasoline pumps to grocers. One of these pumps, at the curb, supplies the means of selling the store's customers gasoline which they are going to buy somewhere. Also, people will come to buy gasoline and stay to buy gro-The grocer with a gas pump usually finds it convenient and profitable to have a modest line of automobile accessories.

The list might be extended. It will be seen that if the grocer proceeds in a logical way, selecting his allied lines as they are suggested by other lines he already has in stock, he is not going very far off the track.

The druggist is rapidly learning that he can sell a host of things, in addition to drugs, without the slightest impairment of his professional standing.

We have already spoken of the asset enjoyed by the retailer in the habit people have of visiting his store. The druggist has this more than any other. His store is the most visited of all. Moreover, from the nature of his business, he keeps longer hours than any other store. Evenings and holidays are not for him to enjoy -unless selling goods and hearing the jingling of his cash register might be termed enjoyment.

With his many visitors, with his long hours, and with much selling opportunity offered him after other retailers have locked up and called it a day, the druggist has facilities for doing some really exceptional retail selling.

To convince him of this fact and to break through the shell of his professional dignity, producers of merchandise have approached him in this wise:

"I think, Mr. Druggist (the words are the writer's but the argument will be recognized (the quickly by concerns most successful in selling to druggists), you are perhaps the most poorly recompensed business man on your street, considering the long hours you put in, the years of expense and work you had to expend to become a pharmacist and your high professional standing. Men with only a fraction of your education and capacity and whose working day is only about half as long as yours make dollars where you make dimes. But your store is more popular than any. You have better selling opportunities at less advertising outlay than any other store. The situation is incongruous. You ought to be gaining a profit out of all this."

And then comes the recital of lines that fit so properly and snugly in a drug-store stock that the wonder is the thing was not known many years ago. druggist has learned that he does not need to devote his valuable display space to showing tinctures and patent medicines. Let a druggist build a display window with quinine, and the chances are he will not sell a dime's worth more than he would if he hadn't shown it at all. People buy things of this kind not because they are displayed, not because

Scht.

Account Executives!

Help Your Clients to Obtain "Help"

THIS is a service that can be rendered by an organization specializing exclusively in the Advertising, Printing and Marketing fiel!s.

SELECTIVE PERSONNEL INC. 30 East 42nd Street, N. Y. Phone, Vanderbilt 8240

A class magazine of high quality with 50,000 A. B. C. Circulation has an opening on a commission basis for a special representative of ability and character, calling on manufacturers of sporting goods, camping outfits, motor boats and accessories.

Please address in confidence with full particulars "A," Box 120, care of Printers' Ink.

they are advertised but because of some ailment, real or imaginary, that needs relief.

As the druggist began to recognize these things he kept expanding his stock. It takes no imagination at all to be able to understand why the hundreds of things, totally unrelated to medicine and chemicals, found a place in the modern drug stock—the toilet articles, perfumes, soaps and so on almost as far as you care to go. But there are other things in which the issue had to be forced a bit and where choice selling opportunities exist now.

Branching out from the general stationery stock, which was one of the earliest side-lines the druggist acquired, the small-town drug stores have become head-quarters for circulating libraries. A modest number of books hired out at two cents a day brings in enough profit to make the venture worth while and adds to the inducements that bring people to the store.

The drug store can be the school-book centre of the town. Many of them are. This business is more than worth while in a direct way, to say nothing of the additional trade it brings to all the other departments.

CHRISTMAS GOODS HEADQUARTERS

The drug store can run the hardware store a close race for the honor of being the Christmas goods headquarters of the town. In a strict merchandising sense the hardware store is the logical place to sell this sort of goods. But it often, or even usually, happens that the druggist is a higher type of business man and his long hours count much in his favor. A good part of the fancy and gift goods the drug store can feature at Christmas are staples that can be sold every day in the year. Playthings are now recognized as staple merchandise also. Manufacturers are getting in some good business from impressing druggists as to the value of allthe-year selling in these lines.

Low-price watches are to be found in the drug store. Many druggists are finding that the

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TRI-STATE TOBACCO GROWER

OFFICIAL Publication.

NUBLISHED MONTHLY BY THE TOBACCO GROWERS COOPERATIVE ASSOCIATION OF VIRGINIA, NORTH CAROLINA AND SOUTH CAROLINA.



\$2,300,000

ONLY

SUPPLEMENT

TO

\$30,000,000

NOW BEING DISTRIBUTED TO OUR 95,500 OWNER READERS

Our September issue announced that \$2,300,000 would be paid to our members in the old belt of Virginia and North Carolina September 15th. Since going to press a further payment of \$600,000 has been authorized to go out to our members in Eastern North Carolina, all of which applies to their 1923 crop.

Approximately \$30,000,000 will be paid to our members between now and March 30th, as first advance on their 1924 crop. Cash returns from otton and other crops grown by our members will greatly increase their buying power.

For quick and profitable returns on your advertising place your copy in the Tri-State Tobacco Grower, owned by and published in the interest of the South's greatest concentrated buying power.

CIRCULATION 95,500.

October forms close September 20th. Rate 50c a line.

Bulletin "A" is now ready for mailing. This will give you the crop production and valuations in the 88 counties covered by the *Tri-State Tobacco Grower*. Mailed free upon request.

TRI-STATE TOBACCO GROWER

S. J. SCOTT, Advertising Manager

Raleigh, N. C.

CHICAGO
HARRY R. FISHER CO.
700 Mallers Building
Phone State 4550

NEW YORK THOMAS H. CHILD 1111 Flatiron Building Phone Ashland 7725



Amerseal Your Products

A Better"Seal-and-Reseal" Is Not Possible

MOST products that are packed in a glass container should be sealed with a metal closure. You, as a sales manager or director of advertising, know this. Especially is this true when the contents are not immediately consumed, but must

be "resealed" again and again.

Of the many metal closures, the Amerseal is best adapted to the needs of all types of drug, toilet and food products. Its scientific mechanical construction, perfected over many years of practical experience in the manufacture of metal seals, is appreciated by such Manufacturing Chemists as E. R. Squibb & Son; Norwich Pharmacal Company; Parke, Davis & Co., and Food Packers like Richard Hellman, Inc., and Charles Gulden, Inc. Points of superiority that distinguish the Amerseal from every other seal decided these houses, and many others equally well known, to seal their products with Amerseal—The Perfect "Seal-and-Reseal."

Amerseal is simplicity itself. A partial turn opens or reseals; no false closures, no leakage, no waste, no deterioration.

All metal seals should be lithographed. Manufacturers who use Amerseal employ this feature. They realize the advertising and selling value of having their name or trade-mark upon that portion of the container that first meets the eye.

Amerseal Your Products

A Better "Seal-and-Reseal" Is Not Possible

THE AMERICAN METAL CAP COMPANY

Summit Street and Commercial Wharf

BROOKLYN, N. Y.

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Sept.

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car.

higher-price kind can be sold as readily as the dollar watch.

Certain features of the drug stock are so closely related to food products that numerous progressive stores do not make any excuses at all over the display of certain specialized lines of

package groceries.

It is getting to be a fairly common thing for drug stores to have modest stocks of notions. This merchandise, being made up of small items, can be shown in a limited space and with a small Sales can be made investment. from it several times every day. The notions seem right at home with the hair goods, the combs and brushes, the mirrors, the small jewelry specialties that belong in a drug stock.

le

The druggist often becomes the agent for a line of sewing machines. He can sell the electrically operated household specialties such as vacuum cleaners. Talking machines belong in a drug store, as many druggists have found out to their profit just as much as do photographic goods. Radio accessories ditto. One druggist in an Illinois town is agent for a standard line of tires and tools and has a gasoline filling station out in front. This is going a bit far perhaps, but he tells the writer he has not departed from his professional standing and is still regarded as a druggist first of all.

In presenting to the retailer the matter of a properly diversified stock, manufacturers find the general argument can be confined to two simple angles. One is that the diversified stock, as already has been shown here, gives the dealer more things to sell and enables him to get more profits out of the customers he brings in. The presence of one kind of merchandise in the store often can

help sell another kind.

An automobile dealer in Birmingham, Ala.—the one referred to in the beginning as selling motor boats and sporting goods—says the selling of some insignificant bit of equipment often has opened the way for the sale of a Cadillac car. One day recently a man



"A Shave Tale"

A SMALL BOOKLET CONTAINING A BRIEF STORY SET IN GARAMOND AND PRINTED ON WARREN'S SILKOTE

> IT WILL BE A PLEASURE TO MAIL YOU A COPY

Newcomer & Company

ADVERTISING PRINTERS

124 White St., New York FRANKLIN 0604



The CHURCH MARKET

The Church Does Not Close When Business Lags!

\$500,000,000

Spent Annually

Building—Remodeling—Outfitting CHURCHES, PARISHHALLS PARSONAGES. GYMNASIUMS, SCHOOLS

YOU, TOO, may reach this market through

The EXPOSITOR

The Preachers Trade Journal Since 1899

F. M. BARTON CO., PUB. Caxton Building Cleveland, Ohio

37 S. Wabash Ave.

New York

Sept.

An Opportunity for a Versatile Copy Writer—

SOMEWHERE (probably in New York) there is a copy writer who has a good basic knowledge of the mechanics of merchandising and distribution, who has the ability to produce quickly copy that doesn't wear corsets, who is sold on trade papers and their place in modern advertising and who would like to secure the permanent place now open with one of the strongest, finest and fastest growing publishing houses in America.

The man who wins this job will have the world to grow in—there is no limit. He will work in an organization that is a happy family if there ever was one. His present will be worth while and his future will be in his own hands.

Immediately he will take charge of the entire service department of three of America's best trade papers. He will work with some of the country's largest national advertisers and advertising agencies. Further responsibilities with their corresponding financial reward will be added to his duties as his shoulders strengthen to carry them.

The man we want may now be employed in an advertising agency, he may be working on a trade paper, he may be an advertising manager. Whoever he is we know that he must be a chap who feels that his experience is complete and his advertising ability proven and is now ready to tackle a big job confident in his ability to fill it and willing to prove that ability under fire.

The company placing this advertisement is a New York firm all of whose employees know about this advertisement. Inquiries will be treated in strictest confidence. In replying give full details and facts about yourself, including present salary. As the position must be filled within the next 15 days only inquiries received within the current week can be considered.

Address "C," Box 122, care Printers' Ink.

drove his car in for some repairs. When he was about to leave with his car it began to rain and the mechanic who had done the work suggested that he should have an automatic wind-shield wiper. The man went to the accessories department and there encountered a salesman who took his name and address and eventually sold him a Cadillac. This is only ordinary merchandising after all. It works repeatedly in properly equipped stores.

Whether a man goes to a hardware store for a pound of naits, to a grocer for a bar of soap or to a filling station for some gasoline he is an asset to be cultivated right then and there with the object of selling him more goods. He is there, actually exposed to sales effort, and therefore means more to the dealer than any ten other men who at that moment are not in his place of business.

But, to realize upon this asset, the dealer (1) must have the goods to sell him and (2) must ask him to buy them. The two points make a combination that is increasing retailers' prosperity all over the country today.

It will be observed that the foregoing analysis of retail store branching-out potentialities shows how the dealer can add to his stock by a process of logical growth and development rather than by the arbitrary addition of side-lines. There is a vast difference between the two methods.

When a man confines his merchandise expansion to goods that belong in a store such as his—when he permits like to beget like, so to speak—he still has the same kind of store, no matter how far he grows.

But when he takes on merchandise simply because it is merchandise and people buy it he is opening the way for trouble. He cannot afford to permit the additional lines to wreck the main issue, unless, as is not likely, the main issue grows so relatively small that it need not be bothered about.

"Side-lines" is an undesirable term to use in this branching out 924 irs.

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Ready in September

Third Annual of Advertising Art

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From Advertisements shown at
the Exhibition of the
ART DIRECTORS CLUB
Art Center, New York
April 5 to 30
1924



The Annual is published by the Art Directors Club of New York, and is distributed by The Book Service Company, 15 East 40th St., New York

There are 729 illustrations in this book, 472 artists, advertisers, and advertising agencies are represented here. Price, \$7.50. Send orders with remittance to The Book Service Company, 15 E. 40th St., New York. Your money back if you are not satisfied.

I know copy-productionmerchandising-contact. I am practical, thorough, vigorous, sensible. I have an excellent record. I want a job where my all 'round ability can be fully used.

> Address "D," Box 123, care of Printers' Ink

A Really Able Man Available

Advertising Manager of one of the largest corpora-tions in this country in-tends making a change.

Unusually broad experience in both advertising and selling—from retail store to Sales and Advertising Manager of large concerns.

World-wide traveled-technical school and uni-versity training-40 years old-married.

Has prepared advertising for a very wide range of accounts.

Able to plan, visualize, lay out and write complete campaigns.

An authoritative writer of books on many subjects. Keen merchandising sense

and mature judgment-excellent address.

Naturally, he can show a good record. Address "B," Box 121, Printers' Ink.

matter. Manufacturers who try to sell a dealer side-lines are approaching him from the wrong angle. If, to him, a thing is a side-line it does not belong in his store. What he needs is to augment his stock by additions from the great field of related mer-He does not want a chandise. stock made up largely of sidelines, as then it cannot have What he does want is cohesion. a specialized department store Then his customers will recognize and respect him for whatever he is-druggist, hardware man or what not-and buy more mer-chandise from him than ever. Let him, however, stock unrelated lines and thus by implication show a lack of belief in his main stock and he is likely to lose out all around.

New Macfadden Newspaper to Be "Evening Graphic"

The Evening Graphic will be the name of the new daily illustrated tabloid newspaper which, as Printest Ink previously reported, will be published by the Macfadden Newspaper Publishing Corporation at New York. The first issue will appear September 15. It will have a page size of 10½ inches by 14 4-14 inches, five columns wide and 200 lines deep.

The Evening Graphic, which will be

and 200 lines deep.

The Evening Graphic, which will be printed in the plant of the old New York Evening Mail, will be published every day except Sunday. The Saturday edition will include an eight-page rotogravure section and a feature section.

Bernarr Macfadden, publisher of Physical Culture of the Macfadden Newspaper Publishing Corporation. O. J. Elder is vice-president and Guy L. Harrington is treasurer. John C. Cook is business manager of the Evening Graphic and William E. Severn is advertising manager.

Prudden, King & Prudden, Inc., publishers' representative, New York, has been appointed national advertising representative.

Farm Paper Campaign Planned by Pittsburgh Steel

The Pittsburgh Steel Company, Pittsburgh, will use a large number of farm papers during the next twelve months in advertising its Super-Zinced steel m advertising its Super-Linea wire fences. Sales promotion methods to help its dealers sell fence to the farmer proved so successful last year that these will be continued and extended during the coming year.

The account is directed by the W. S. Hill Company, Pittsburgh, advertising agency.

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At Last!

An Outlet for

ADVERTISING FILMS

In the city of Chicago, Cook County and the state of Illinois

460 motion picture theatres in Cook County are members of our association . . . we can guarantee

1000 Days' Showing

EDUCATIONAL AND INDUSTRIAL SUBJECTS

Reels Must Not Exceed 1000 Feet

EXHIBITORS' ASSOCIATION

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PRINTERS' INK

A JOURNAL FOR ADVERTISERS Founded 1888 by George P. Rowell

PRINTERS' INK PUBLISHING COMPANY
Publishers.

OFFICE: 185 MADISON AVENUE, NEW YORK CITY. TELEPHONE: ASHLAND6500. President and Secretary, J. I. Romer. Vice-President, R. W. I.Awrence. Treasurer, David Marcus. Sales Manager, Douglas Taylor

Chicago Office: Illinois Merchants Bank Building, Dwight H. Early, Manager. Atlanta Office: 704 Walton Building, Geo. M. Kohn, Manager.

St. Louis Office: Syndicate Trust Building, A. D. McKinney, Manager.

San Francisco Office: 564 Market Street, M. C. Mogensen, Manager. Canadian Office: Lumsden Bldg., Toronto, H. M. TANDY, Manager.

Issued Thursdays. Three dollars a year, \$1.50 for six months. Ten cents a copy. Foreign Postage, \$2.00 per year; Canadian, \$1.00. Advertising rates; Page, \$120; half page, \$60; quarter page, \$30; one inch, minimum \$9.10; Classified & cents a line, Minimum order \$3.25.

JOHN IRVING ROMER, Editor ROBERT W. PALMER, Managing Editor JOHN ALLEN MURPHY, Associate Editor ROY DICKINSON, ASSOCIATE Editor ALBERT E. HAASE, News Editor

C. B. Larrabes
E. B. Weiss
Ralph Rockafellow
James H. Collins, Special Contributor

Chicago: G. A. Nichols
D. M. Hubbard
Washington: James True
London: Thomas Russell

NEW YORK, SEPTEMBER 4, 1924

The Other In any organization which is Man's Idea making rapid and profitable progress there is always someone who can enthuse about the other man's idea. In many cases it is the big chief himself who has discovered over a long period of time that one of the best ways to make his business ever young and ever new is to have a body of young men coming along who are thinking in terms of the business as a whole.

If it is the big chief, he will tell you that he has discovered that one of the best ways to develop understudies is to enthuse about their ideas.

It is not an easy matter, this being able to be just as proud of the other man's idea as though you had thought of it yourself. It is so easy to think that you might have written the letter a little bit better than the other fellow. You might have made a little bit more telling presentation of the selling idea, you might have decided that matter of policy a little bit quicker and to better effect.

The man who wants to check himself up to see whether he is developing along executive lines and living up to the best possibilities within him might very well ask himself the question, "Can I enthuse about the other man's idea?" This is not an easy thing to do. That is one reason why there are so few men available when there is a big, new executive position to be filled.

How Will the Advertisers who sell to farmers Farm Dollar face a better out-Be Spent? look for good business this fall than in several years. It looks as if the long road might be about to turn. At the same time they have a new and perhaps heavier responsibility to the farmer which ought to influence all their selling and advertising plans. Within a few months the farmer will have more money to spend, but when he gets it he will be able to find plenty to spend it for without exerting him-There are so many self greatly. articles of general consumption that he wants in addition to necessary farm equipment that sharp competition for his dollar is inevitable. How will he spend it?

Advertisers will have a pretty important voice in answering that question. The manufacturer who is closest to the farmer and who has his genuine welfare at heart will not be satisfied with selling him replacements for the worn-out implements that he has been using so long. He can do better than that for the farmer as well as for himself. Since much of the old equipment now in use was purchased, new machinery has been designed that replaces human labor, simplifies and combines processes and multiplies output without multiplying costs. It is

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this new equipment for the essential business of farming that should be sold most militantly. Advertising copy, to justify itself, ought to tell the farmer why labor-saving machinery and multiple tools that will let him do his farm work on time and better than before should come first in his mind.

Almost any manufacturer will replace machinery in his factory with more efficient machinery as soon as it is invented, in order to keep up with or in advance of competitors. Unfortunately the farmer has not been able to do that. Now that he is on the way to new buying power it will be interesting to see how many advertisers in the farm field inoculate their copy with ideas that sell more than mere replacements. How many advertisers will make an aggressive effort to sell new and better prosperity, instead of being satisfied with trying to put across the old, warmed-up variety that lost its flavor long ago?

A certain manu-Turnover facturer of a More Importoilet preparation tant Than Distribution recently tried to sell out his business to a group of younger men. He placed great emphasis upon the fact that he had "complete na-tional distribution." When the prospective buyers analyzed his statement carefully they discovered that he meant there were in every State a number of retailers who had one-third or one-half a dozen of his product on their shelves.

If an old-fashioned druggist, not sufficiently well informed on modern methods, was helping a friend stock up a new drug store he probably put the product down on his "want" list. But the product stayed on the shelf. The bottle was brought out only when somebody asked for the product, and the number who asked for it was getting smaller and smaller each year, since the advertising which originally accompanied the distribution had been discontinued.

This particular manufacturer

didn't succeed in selling his business to the prospective purchasers. The young men started instead with a new product, and with aggressive methods of selling and advertising passed the manufacturer's sales volume in a period of eighteen months,

Turnover. described as the amount of time which elapses between the noise made when the goods in packing cases are dumped on the floor and the time when the customer's money makes its little noise in the cash register, is more important than spotty and meager "distribution."

National distribution so thin that the product is shown only upon occasions when somebody walks in and pounds the counter for it, is a relic of old merchandising methods.

The manufacturer who failed to sell his business discovered, and others have discovered since, that the thing which keeps turnover turning into profit is consistent, continuous advertising. Distribution without advertising to speed up turnover is about as valuable for sound business success as a sales force with nothing to sell.

When Will H. An Industry Hays, at a re-Cleaning cent luncheon of House the Associated Motion Picture Advertisers, attacked the vulgar exploitation methods frequently used to palm off mediocre pictures on the more gullible among movie goers, he struck at one of the most irritating evils of the motion picture industry.

What the average movie advertiser of small calibre calls advertising is usually nothing more than a cheap attempt to gain a moment's notoriety for some more or less weak sister among the films.

What such methods amount to is just cheap publicity, which in many cases has served to turn desirable customers from the theatres and to draw to them the type of spectator that is looking only for a "thrill." Certainly these methods are not in any sense advertising. They are, as

they are so aften called, exploitation, with the public the exploitee.

That sound advertising methods are not only possible but profitable has been shown by the advertising campaigns being conducted in national and trade mediums, by such companies as Universal, Paramount, First National and others, and by some of the really excellent poster campaigns that have backed up a number of feature pictures.

To the man outside the motion picture industry the advance in clean, sound advertising methods during the last few years has been marked. The difference between the advertising done by the best motion picture theatres today and that done by the best theatres ten years ago is so marked as to be

almost amazing. Advertisingly the industry has made great strides. It is all the more gratifying to see that the leaders of the industry are not yet content with what has been done, but are looking to the future all cheap, vulgar and meretricious methods of publicity, masquerading under the name of advertising, will have been eliminated and replaced by advertising of one of America's worthy

Making the Guarantee Unnecessary pointed out that a good portion of our commercial fabric is honeycombed abuses.

greatest industries.

And yet as bad as these guarantee abuses are, still worse is the failure of the majority of people to take advantage of guarantees at all.

People, as a whole, are patient. They do not like to cause trouble. They will tolerate much dissatisfaction before putting in a complaint. For every woman who brings back a torn pair of gloves for redress, there are several who will conclude that the brand of gloves in question is no good or that the particular store from which they were bought does not

carry good-quality gloves at all. It is this latter guarantee, as a merchandising device, fails to reach. Guarantee abuses are caused by the aggressive, fault-finding minority. The great majority of persons even though they have just cause for complaint will conceal their grievance.

Thus we see that the guarantee fails in its purpose. We doubt if we would go so far as to recommend that the guarantee be abandoned as a selling weapon, but we would suggest that a manufacturer first try to find some substitute plan before adopting the guarantee.

One thing all manufacturers could do to minimize abuses of this kind would be to institute more rigid inspection systems, Anyone at all familiar with the facts must admit that many factories let entirely too large a percentage of defective goods get into distribution. This is a condition that the guarantee seems to aggravate. When a manufacturer offers a guarantee, he sometimes grows careless in his inspection methods. He feels that his guarantee will catch any defective goods he may turn out and that it is better to spend money in backing up his guarantee than to spend it in inspection.

Obviously this is a wrong attitude. A clock manufacturer told us not long ago that by starting a triple-inspection system he reduced his defectives from about 19 per cent to less than 2 per cent. But thorough inspection at the factory is not enough. Distributors, too, should be taught to inspect goods carefully before sending them out. Retailers are often frightfully careless in this respect. At least a portion of the returned goods evil about which department stores are always complaining, could be prevented if purchases were carefully examined for defects before they are delivered.

Better inspection methods, not only in the factory, but all through the channels of distribution, would do much to make formal guarantees unnecessary.

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JUST TWO CHANCES BEFORE CHRISTMAS

In the November and December issues you have the last two chances before Christmas to get to the hundreds of thousands of readers of BOYS' LIFE.

November closes September 25th.

December closes October 25th.

Every one of these boys has something coming to him on Christmas day—just what, depends largely on the boy himself.

And every boy will be looking for Christmas suggestions. The things he sees advertised will be the things on his Christmas list. Put your suggestions to him in the November and December issues.



Children's Colds Better treated without dosing

Apply Vicks to throat and chest. A warm glow follows. Medicated Vapors are inhaled for hours after—Camphor, Menthol, Eucalyptus and Turpentine! It breaks the congestion. This outside treatment is just as good for all the cold troubles of all the family.



"It is unnecessary to say that we all get a lot of good out of PRINTERS' INK—both the WEEKLY and MONTHLY"

The Vick (hemical Company

"The Company's copies of PRINTERS' INK and PRINTERS' INK MONTHLY are turned over to our 'Plan and Copy Department' who read items in which they are interested, and then mark, for the attention of different ones in the organization, any articles of interest to the various departments.

"In addition to the Company's subscription, a number of us have personal subscriptions, and we, also, refer items of interest to special departments. In this way there is a double check, you might say, on articles being read by parties most interested.

"It is unnecessary to say that we all get a lot of good out of PRINTERS' INK—both the WEEKLY and MONTHLY—and it has 'first call' when put on our desks."

THE VICE CHEMICAL COMPANY,

Readers of Printers' Ink and Printers' Ink Monthly in the Vick organization:

NAME	TITLE	WEEKLY	MONTHLY
H. S. Richardson	President and General Manager	Yes	Yes
L. Richardson	1st Vice President and Asst. General Manager	44	и
A. T. Preyer	Sales Manager	66	66
C. F. Chapin	Advertising Manager	44	No
J. L. Rawlinson	Copy and Plan Dept.	46	Yes
H. D. McKay	Asst. Sales Manager	44	No
C. H. Holland	Asst. Advertising Manager		Yes
H. B. Yates	Manager Statistical Dept.	44	No

In addition to these, articles of special interest are referred to the Sales Promotion Department, Purchasing Department, Production Department and others in the organization who may be interested.

The Little Schoolmaster's Classroom

IF a man has yellow in his makeup it is pretty sure to show soon after he gets a job behind the counter in a retail store. If, on the other hand, he possesses any of the qualities successful salesmen must have, the retail store can bring them out.

This, the Schoolmaster believes, must be what the Coleman Lamp Company, of Wichita, Kans., had in mind when it ran a recent advertisement directed to retail hardware salesmen. The company needs some more road men. Proceeding on the well-established principle that a man who has made good in a retail store needs less teaching and training than any other, it invites hardware store "clerks" to apply to it for jobs.

The company says it prefers unmarried men from twenty-two to thirty-five years of age who have a fair education and have had experience in selling Coleman lamps and other Coleman products at retail. The applicant must have a determination to stick if

everything goes well.

But the most stringent requirement of all is that the application must be accompanied by a recommendation from the man's present or previous employer. This must cover ability and general character.

The Schoolmaster agrees with R. W. Carney, sales promotion manager of the Coleman company, that if a hardheaded, and perhaps hard-boiled, hardware retailer can be induced to recommend an aspirant for a salesman's job, the said aspirant has much more than an even chance of winning out handsomely over the many vicissitudes that beset every man in learning to become a When a retail salessalesman. man's boss vouches for his selling ability, then the sales manager who hires him can know he has somebody, as a general thing, who is worthy of some of the

sales manager's time and his company's money being expended upon him.

The Coleman company, the same as all others, can attain higher things in proportion to its growing understanding and knowledge of the retailer. The Schoolmaster has lost count of the many times in which, in some form or other, he has advanced this theory. This plan, if indications mean anything, is going to do more than give the Coleman company some valuable new salesmen. It is going to help the company fashion every policy, from manufacturing down to ultimate sale, with a much more accurate retail viewpoint.

The Schoolmaster has heard of a novel plan used by a Kansas City hardware firm to build a real mailing list.

An energetic young solicitor was told to visit every new house in town and sell a seventy-five-cent mail box.

The young man sold enough mail boxes, a slow-moving article, to pay his expenses. Information collected when the seventy-five-cent sales were made furnished an accurate and valuable list of new home owners.

An especial effort was made to sell gas stoves and ice-boxes to this list. A surprising number of sales were made because this firm did not wait for customers to come to them.

A salesman who covers an important territory for a product largely advertised and of long standing, returned from his last trip with a wholesome respect for an unseen quantity in the success of a business.

He had accomplished less than half as much as on previous expeditions.

And he was very glum.

This despite the fact that an extra \$100,000 had been added to

Just in Time!

Three or four months ago a manufacturer, his sales manager and the advisory board of a large corporation decided on a merchandising and sales plan. It looked like a "gem"—it "clicked" on paper.

But before they shot the works, the sales manager dropped in to see us and to talk things over. In twenty-five minutes he left in a taxi with his hair mussed and a wild look in his eye—there was a hole in his pet plan as big as a barn-door.

Our merchandising staff had shown him in less than half an hour that there was a "nigger in his wood-pile." We had shown him how this very same scheme had been a magnificent "flivver" for another house, who had sunk 168,000 "iron-men" trying to put it across, and had proven to him that his plan, which looked like a tasty tid-bit, was really sour dough, sugar-coated poison.

The net result was the immediate abandonment of the old plan and the formation of a new one, which the service department of the Topics Publishing Company suggested and helped to build. Goods are now moving under this new plan and everybody concerned says its the slickest, sure-fire, fast-moving bit of merchandising they have ever seen.

Thousands, yes, tens of thousands, of experimental dollars and months of valuable time have been saved and a new product securely and firmly launched in the drug trade.

The folks who engineered this whole job are a part of the Topics Publishing family, who have been students of the drug trade for years. They are to-day called into consultation regularly by some of the biggest national advertisers and national advertising agencies, who know their ability from past successes and, as a matter of course, ask their advice on drug trade merchandising and distributing problems.

This service is as freely offered as it is freely rendered. Why not give your own advertising, merchandising and distributing plans a double check by submitting them to the Topics Publishing Merchandising Department or calling this department in to assist in their preparation?

THE TOPICS TRIO

DRUG TOPICS—DISPLAY TOPICS DRUG JOBBERS SALESMAN

PUBLISHED BY
TOPICS PUBLISHING CO., 291 BROADWAY, N. Y.

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The Man You're Looking For

Age-Just above 40

Education-

Collegiate and the school of experience.

Past Service-

15 years in newspaper business ten years Gen. Mgr. Five years New York Agency experience in copy, contact and selling. Always employed.

Situation-

Connection with progressive agency, mercantile or manufacturing concern in New York that can use an "Ad" man who knows how and has a punch.

Salary-

Not a cheap man, but one who gives proper value to permanence and agreeable working conditions.

Address "F," Box 125, care Printers' Ink, 185 Madison Avenue

EVENINE

Los Angeles, Cal.

Gained 7,249 Daily Average Circulation

Sworn Government Statement, Six Months Ending March 31, 1923, 166,300 Daily. Six Months Ending March 31, 1924, 173,549 Daily. Increase in Daily Average Circulation, 7,249.

It Covers the Field Completely

REPRESENTATIVES:

H. W. Moloney, 604 Times Bldg., New York G. Logan Payne Co., 401 Tower Bldg., 6 North Michigan Ave., Chicago. A. J. Norris Hill, 710 Hearst Bldg., San

Francisco, Calif.

American Sumberman

CHICAGO

offers advertisers lowest rate per hundred. Investigate!

A. B. C. Est. 1873

the advertising schedule during that year.

The hidden secret was rather obvious, at that.

The president of the concern manufacturing the product had got into unsavory notice in the public prints. His doings had become newspaper gossip. Every newspaper in the country, for weeks, had carried headlined stories of this man's exploits and while they were wholly personal and had only to do with himself, it was perfectly evident that the public in general is not slow to keep track of such matters.

The salesman stated that there was a pronounced coldness, even among old customers.

The product corners

The product came into disfavor, out of a clear sky, because it was identified with the goings-on of one man, its president.

And nothing could break this barrier, presumably.

A product is judged, in a calm, quiet way, not alone by its own inherent quality but by the integrity and character of the man who manufactures it.

Some weeks ago, the president of a great life insurance company picked up a magazine and was attracted by an advertisement entitled, "Some Old Timers Working For You." Among them was a master toolmaker who had worked forty-four years for the corporation that took this humanly interesting way of emphasizing the idea of public service in its activities.

"Tom De Rusha!" he exclaimed. "He was a good boy!"
The insurance exècutive was Darwin P. Kingsley, president of the New York Life Insurance Company, and the master toolmaker an employee of the West-

ern Electric Company, in its plant

at Hawthorne, near Chicago.
Fifty years ago they were farm boys in Vermont, and playmates on the shores of Lake Champlain, according to the "Western Electric News." In those days. New England knew only New England names. The De Rusha family were among the first French Canadians to come down from

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Union Trust Building, Cleveland

Graham, Anderson, Probst & White, Archts.

- C. L. Bradley, V .- Pres.



Do you sell the right men?

Messrs. Bradley, McGwinn and Halliday se-lected the materials and equipment for constructing the above building. Are you including such men in your selling plans?

These owners and their executives, the building managers, make the final decisions over the architect's "or-equal" specifications. You can sell these men thru their only business paper BUILD-INGS AND BUILDING MANAGEMENT.



PORTER-LANGTRY CO., Publishers

Member A. B. C. and A. B. P. Inc. 139 NORTH CLARK ST., CHICAGO TWICE A WEEK OUR CARRIER BOYS put Shopping News into 215,000 homes in greater Cleveland and towns within a thirtymile radius.

They do this in an average time of three hours.

Similar distributions will be made for high-class national advertisers at a reasonable charge. For details write

CLEVELAND SHOPPING NEWS

1431 E. 12th St. Cleveland

MAILING LISTS

of Guaranteed Accuracy for Every Business Adv. Agency, Manufacturer, Wholesaler, Retailer, Investments.

TOBIN ADDRESSING COMPANY

426 Walnut St., Philadelphia

HUNDREDS STAND + IN LINE IN PHILADELPHIA TO BUY THE SUNDAY TRANSCRIPT. THIS IS NOT TRUE AS TO ANY OTHER PUBLICATION ON EARTH. NEVER SOLICITED AN ADVERTISEMENT IN SEV-ENTY-FIVE YEARS.

Binders for Printers' Ink

PRINTERS' INK binders will hold an average of ten copies each. Figure five binders for a year's cybies. Each issue, as received, one be securely fastened in the binder, by a very simple arrangement, and will open like a book with all inside margins fully visible.

Made of heavy book board, insuring durability. Covered with book cloth; lettered in gold. PRINTERS' INK PUBLISHING COMPANY 185 Madison Avenue, New York the North. The elder De Rusha did a great deal of work for Darwin Kingsley's father, and so did his son, and the two farmers kept their accounts in their heads. settling up at the end of the year. Once, when the annual settlement had been almost concluded, De Rusha exclaimed, "Oh, you forgot the pig!" and the elder Kingsley owned that he had indeed forgot a certain pig transaction some months earlier. boys, the insurance executive and the master tool-builder had gone to school together. Then the De Rushas moved to Worcester, where Tom went to work in a machine shop, writing his pal Darwin that "all he did was to melt some metal and watch it itself make into a monkey wrench." After a few boyish letters there was silence, and fifty years passed. Then the insurance man picked up the advertisement.

"I shouldn't have recognized the face," Mr. Kingsley says, "but when I saw the name it seemed to me that there was a look of the Tom De Rusha I used to know." He wrote his old pal, and they began correspondence, and when Mr. Kingsley next visits Chicago they are to have a reunion.

The first two minutes of a sales interview are sometimes likely to set the tone for the whole talk. How the prospect greets the salesman when he makes his first approach is most important. To owner of a retail store who had been very jumpy and disagreeable in his greetings to an automobile accessory manufacturer's salesman, later gave him some reasons which are interesting to all salesmen.

He said, "In these frenzied days when most people are jumpy and fretful, a soothing sort of a personality is a valuable sales asset. You came in too much like a breeze. Just before your arrival I had had a very good inter-

"GIBBONS knows CANADA"

J. J. Cibbons Limited, Advertising Agents
TORONTO MONTREAL

WINNIPEG

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In North Carolina it's

The Hendersonville Daily Times

JOHN TEMPLE GRAVES
Editor

The Fastest Growing Daily in the South.

Universal and International News Services.

Arthur Brisbane and many other exclusive features.

WESTERN HOME MONTHLY

WINNIPEG, CANADA

CHANGE OF RATE

Effective January 1, 1925, the rate for Western Home Monthly advertising will be FIFTY CENTS per agate line flat. The increased rate is based on a guaranteed circulation in excess of 55,000.

Color Advertising: Covers 2 and 3, \$550.00 per page per insertion; back cover, \$675.00; insert 3 or 4 colors, \$550.00; insert 2 colors, \$388.00.

The only magazine published in the Canadian West and reaches the most prosperous homes in that progressive territory. It will still offer the most economical advertising among Canadian magazines.

HOME PUBLISHING CO., Limited Publishers

Toronto Office, 105 Bond Street

A Writer Named Arbogust

TT takes a real advertising writer to stop the man in the street and make him listen. Any agency, advertiser, or advertising manager who needs such service can get it by addressing.

OREN ARBOGUST

A Free Lance Writer 2002 The Straus Building **CHICAGO**

MR. PUBLISHER

Is your problem one of coverage or is your publication falling short of its deserved lineage?

In either case we may be able to help you solve the problem, provided our investigation reveals the need for our services.

Our "tie-up" with you is fully outlined in "The Broader Field." Copy on request.

HAL. T. BOULDEN & Associates, Inc.

52 Vanderbilt Ave. New York

Machine Illustrations

of the difficult or technical kind. Photographic effects from blueprints. Phantoms, etc. Accuracy and intelligent co-operation.

JAMES F. TOBIN 5033 Cedar Ave., Philadelphia view with a man who made me feel that helpful suggestions about my business were more important to him than getting the order quickly. I didn't need what he was selling, but his manner was so helpful and friendly that I called up a friend whom I knew would be interested in his propo-When you came in on sition. me like a pent-up volcano, ready to burst forth, it called to my mind everything I should be doing instead of talking to you, and my one thought was to get you out of the way so I could get to my own job.

"I like salesmen who seem to be interested in meeting me as a human being as well as a reservoir from which money can be extracted. It seems to me that I am a different prospective buyer to every salesman who approaches me. If you want me calmly to consider what you have to say, don't come at me like a cyclone because if you do I'll sure enough duck into my cyclone cellar."

This frank statement of facts about salesmen's visits on the part of this retailer, reiterates the old point that the same sales approach cannot be used upon every type of prospect. The hardboiled man who thinks a cyclonic sales approach means that the man talking to him is a live wire is one personality. The man who ducks into his cyclone cellar on the same sales approach may be just as important a prospect. The wise salesman tempers his approach to the type of man he is dealing with. He is a good judge of human nature as well as an expert in machinery, grease cups, kitchen cabinets or whatever his line happens to be.



RALPH E DEININGE

Until Sept. 8th, Address Mr. Deininger at Dian

DEALERS DEPEND ON WEEKLY MARKET REVIEW IN IG SUPPLY NEWS

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Manufacturing Company
The name of the Toledo Cooker Company, Toledo, has been changed to the
Swartbaugh
The reason
The reason
the variety of home appliances which
the company is now making. The company was organized in 1884, and its
original line consisted chiefly of steam

of freless cookers. and fireless cookers.

Comfort Account with Joseph Schmidt Agency

The Charles A. Maish Company, Cincinnati, manufacturer of comforts, has placed its advertising account with the Joseph Schmidt Advertising Com-pany, of that city. Direct mail and pany, of that city. Direct no business papers will be used.

Financial Advertisers to Meet The Financial Advertisers' Association The Financial Advertisers' Association will hold a convention at Richmond, Va., from October 13 to 16. An exhibit of financial advertising will be held during the convention under regulations similar to those which have ruled at former meetings.

British Coffee Campaign for Canada

A campaign on Patterson's Camp Cof-fee, a British product, is about to com-mence in Canadian publications. This advertising is directed by S. H. Ben-son Ltd., London, Eng.

John L. Pyle Dead

John L. Pyle, senior member of the firm of William H. Pyle's Sons, Phila-delphia, printers, died recently at the age of eighty-two. He entered the print-ing business as an apprentice in his father's office when eleven years old.

Appoints Charles W. Wrigley & Company

Charles W. Wrigley & Company, Chicago, have been appointed by the Wm. Wrigley, Jr. Company, Chicago, Wrigley's chewing gums, to direct its out-door advertising during 1925.

A-1 Agency Connection Opportunity

A long-established AAAA Agency in a large, growing industrial city in the Central West, and handling a large list of well-known promising accounts, from Chicago to the Gulf, is preparing to broaden the scope of its activities which calls for an enlargement of its present executive and sales forces as well as capi-talization. From experience it has found that those who are interested are the most effective in their relations with the com-pany's clients and the success of the busipany's clients and the success of the ous-ness. It, therefore, will consider only those who are prepared to make a liberal in-vestment in the company's capitalization and are of good Christian character. Pref-erence will be given to the young man with all-around agency, account executive or general advertising experience. Address "R." Box 118, care Printers' Ink.

SALES MANAGER AND PROMOTION MAN

is seeking contacts with reputable firms allowing themselves to have so-called "dull periods."

Your problem can be solved by the advertiser, who is a young, experienced man with creative powers of salesmanship and direction.

Address "F," Box 269, care of Printers' Ink.

ADVERTISING MANAGER

ADVERTISING MANAGER
Keen analysi of markets. Able to quickly
increase and hold distribution both through
jobbing and direct-to-retailer channels.
Thoroughly familiar with desier cooperation. Top notch copy and plan man and
able to coordinate advertising and selining. Now employed with large manufacturer but certain uncontrollable condtions make it desirable to consider a change.
Address 25. Ben 12 cent rainer.

Address 3. The controllable cond.

But 12 cent rainer.

Population 70,000 Trading Centre for 150,000

Brockton, Massachusetts. The Great Shoe City. Brockton shoes 18,000,000 people. Paper established 1880.

Brockton Daily Enterprise

Printing 23,000 Daily

Flat Commercial rates 61/2 cts. per line, 91 cts. per inch Afternoon Paper, Sells for 2 cents Averages nearly 2 pages of want advertisements



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Classified Advertisements

First Forms Close Friday Noon; Final Closing Saturday

BUSINESS OPPORTUNITIES

Printing Machinery and Supplies

New or Pre-Used Printers' Complete Outfitters Conner, Fendler & Co., New York City

FOR SALE

Thirty to forty thousand N style Addressograph plate frames, good condition. Will sell at very small proportion of cost. Will send sample. Write Box 458, P. I.

PUBLISHERS—ATTENTION
We furnish MSS on all subjects by competent authors. Will take advertising in exchange for all or part of our service. Reasonable rates. Write us your wants. Literary Bureau, Pub., Dept. 170, Hannibal, Mo.

OPPORTUNITY FOR ADVERTISING REPRESENTATIVES

Opportunity for alert and reliable adver-tising representative in principal cities to represent a well-known Western business and trade publication—the largest of its kind. Commission paid on all business secured. Can be handled with other non-competing publications. Give age, refcompeting publications. Give age, references, political and religious affiliations, and full particulars. Box 473, P. I.

REPRESENTATION WANTED IN NEW YORK CITY
A Lithographing and Offset Printing House located in the Middle West producing high-grade window displays, carducing high-grade window displays, car-cards, folders, labels, box-wraps, commer-cial stationery, etc., desires New York representation. Every business is a pros-pect for some of the many things we man-ufacture. Close co-operation will be given. The right man or concern can make this a very profitable connection. Address Box 480, Printers' Ink.

An Unusual Business Opportunity I have knowledge of an unusual op-portunity to secure one of the best busi-ness publications in the country—a ness publications in the country—a western monthly trade magazine covering several kindred lines, carrying a larger volume of advertising than any similar publication, with more than 2,000 prospective advertisers among manufacturers. Each issue during past two years more than 200 pages. High editorial standard, stands well with trade. A splendid op-portunity for one, two, or more men, or for a large organization with other publications. Principals only. Address Box 463, Printers' Ink.

HELP WANTED

Sales Executive—There is an excellent opportunity in a large sales organization for a young man experienced in inside sales work. Must be good correspondent, sales work. Must be good correspondent, have initiative and executive ability. Not a routine clerical position, but one that requires a high-class man. Mention age, experience and salary desired. Box 457, Printers' Ink.

Representative and Advertising solicirepresentative and Advertising self-tor wanted. Old established Foreign Trade Paper and Foreign Service. Middle-West territory. Address Box 466, Printers' Ink.

ASSISTANT EDITOR

A leading business paper has an opening for a desirable young man with a nose for news, ability to interview executive, good style, experience in make-up. State age and experience. Box 467, P. I.

Advertising Solicitor with agency experience; must be thoroughly capable and reliable. Liberal inducements. Write or 'phone for confidential interview. Markwell Advertising Service, 375 Fifth 'Phone Caledonia 2440.

Copy Writer and Solicitor wanted immediately, experienced man willing to place ability against opportunity. Must be aggressive, efficient and reliable. A versatile advertising man of the go-getter type will find an unusual opening where advancement will be commensurate with results obtained. Straight salary. Address L. M. Wickersham, News-Journal Company, Wilmington, Delaware.

COPY WRITER

Somewhere in a larger agency is a young, capable copy man who would be happier in a growing, recognized agency of young men. After proving himself, he could, if he desired, acquire an interest. This man is probably college trained This man is probably college trained and from 25 to 30 years old. He must have had at least two years' agency experience. Give full details in first letter perience. Give full details in fir to P. O. Box 1373, Atlanta, Ga.

SALES MANAGER

Capable of developing and directing a national sales organization. Must be national sales organization. Must be under forty years of age, preferably a technical graduate, and have had specialty selling experience. The product consists of industrial electrical devices, the result of years of engineering and research work. Exceptional opportunity for one with proper qualifications. Location: Pittsburgh. Write P. O. Box 505, Pittsburgh. Pittsburgh, Pa.

COPY WRITER

layout man and visualizer wanted by recognized, fast growing agency. Prefer a young man with some experience in retail store and mail-order advertising, possessing ability, enthusiasm and a genuine desire to get ahead. While salary at start is moderate the opportunity is truly exceptional. As our executives know of this advertisement, you may address us in confidence, stating your experience, present connections, salary to start, etc. Box 509-C, 286 Fifth Avenue. 24

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WE CONNECT THE WIRES

AN YOU CREATE AD-CAN YOU CREATE ADagency or similar experi-ence? Would you be interested in positions paying at the start around \$1,800 to \$2,500? We can offer you good opportunities. Tell us your story. Ask for our free registration terms. You make money or we make nothing.

FERNALD'S EXCHANGE, INC. THIRD NAT'L B'LD'S., SPRINGFIELD, MASS.

HOUSE-ORGAN EDITOR

We have an interesting opening for an experienced man capable of taking complete responsibility for the production of a high-grade monthly bulletin. Write, stating age, experience and salary expected. Box 470, Printers' Ink.

POSITIONS WANTED

Position of responsibility desired by woman specializing in Direct Mail and thoroughly conversant with general advertising. Excellent background. Box 477, Printers' Ink.

Mailing and Multigraph Expert thoroughly familiar and competent to handle a direct-mail department in the mailing, addressing, multigraph equipments; 8 years' experience. Box 461, P. I.

Seeking Bigger Opportunities young agency executive available. Education: Five years' agency experience. At present manager important department large agency. Box 468, Printers' Ink.

Secretary—Unusually capable and efficient young woman, with long experience as private secretary to exacting executives, is available for high-grade position. Expert stenographer. Box 460, P. I.

COPY WRITER

Service department and agency experience on business-paper accounts. References from clients, as well as from employers. Box 476, Printers' Ink.

Young woman with eight years' experience in all branches of advertising desires responsible position in agency. Has had charge of billing and checking departments. Box 478, Printers' Ink.

Trade Journal Man

Broad experience advertising ideas, layouts—copy writing. Production—makeup. P. O. Box 25, Hamilton Beach, L. I.

ADVERTISING SALES MANAGER Some newspaper or periodical needs this successful advertising salesman and man-ager. Has increased advertising for sev-eral. Present connection, ten years. Can build and direct good sales organization; prepare effective solicitations and does personal sales work. Good income. Salary or salary and working interest. Corre-spondence confidential. Box 471, P. I.

Advertising writer and typographical layout man; also experience house-organ editor and news writer. Connection with high-grade agency or a mercantile house desired. Box 475, Printers' Ink.

ADVERTISING MAN

(broad experience) seeks whole or part-time engagement promoting sales for manufacturers. Produced noteworthy results. Box 481, Printers' Ink.

COMMERCIAL ARTIST

seeks congenial connection with lettering man for chance to specialize in that branch. Employed now. Available Sep-tember 8. References. Box 479, P. 1.

NEW YORK FREE LANCE

Eight years as copy chief for big agencies. Box 464, care of Printers' Ink.

Well educated young woman with five years' experience in literary, revision and advertising work, wishes position with a New York publication or agency. Expert and capable secretary, stenog-rapher and typist. Box 465, P. I.

YOUNG MAN, well educated, 34, mar-ried, experienced as newspaper adver-tising manager's assistant, copy writer, layout artist and letterer, seeks position with living wage and bright future. Box 472, Printers' Ink.

Advertising Salesman—Thoroughly ex-perienced, reliable worker; good acquain-tance, high standing New York and Eastern agencies; familiar accounts generally; services available for good-standing me-dium; best references. Box 474, P. I.

Al Artist for layouts, dummies and original finished work in pen and ink and color in any medium, figures, character heads, ornaments, lettering, desires space or connection with agency or printer to do their art work on piece basis. Chicago preferred. Box 459, Printers' Ink, Chicago.

LAYOUT AND PRODUCTION MAN Al all-around man; thorough shop train-ing, 5 years as layout and production man in studio and large printing plant; 3 years directing agency production; good typographer and letterer; presently em-ployed. Box 482, Printers' Ink.

EXPORT-Educated South American, 31. Twelve years' experience export manage-ment. Automobiles, road-building and other machinery, paper or manufactured prod-ucts. Linguist, translator, widely trav-eled. Willing and capable assuming full responsibility; desires change, smaller or-ganization. A1 references. Box 469, P. I.

AVAILABLE

Advertising Manager for Popular Price Department Store Desire to connect with medium sized store in West or South. Now with large store in West or South. Now with large Brooklyn concern doing many millions. A vigorous, live producer. Prolific writer able to "put over" sale-events with success. Understands merchandis-ing of the advertising and able to get results thru direct-by-mail as well as newspapers. Can assume complete re-sponsibility of sales program. Address Box 462, Printers' Ink.

Table of Contents

NEW YORK, SEPTEMBER 4, 1924

Big Outlet Offered Advertisers by Diversification of Retail Stocks G. A. Nichols	3
Old Man Obsolete Is Always Just around the CornerDana Hubbard	10
A Selling Idea for August, 1925	17
Collection Letters That Fit in the Sales Policy	25
Unfinished Illustrations—A Way to Capitalize on Reader Imagination By a Commercial Art Manager	33
Selling the Farmer on One Call	41
Think Twice on Traveling Window Displays	53
Seeking Safety through New Markets	61
What Is a General Advertising Campaign?	64
How Established Retailers Feel about Exclusive Agencies $James\ True$	73
Want to Stimulate Your Salesmen?	84
Commission Merchants Thinking of Advertising	101
Word Sources That Strengthen Copy UsesLister Raymond Alwood	104
Hitting the High Spots vs. Selling the Goods	113
A Chance to Help Your Retailers	119
How Bankers Can Draw on Public Confidence	132
A Big Business with an Undeveloped Market	149
Merchandising Advice for Retailers at Advertising Convention	155
Editorials The Other Man's Idea—How Will the Farm Dollar Be Spent?— Turnover More Important Than Distribution—An Industry Cleaning House—Making the Guarantee Unnecessary	170
The Little Schoolmaster's Classroom.	176

Quick action for your BOSTON Advertising

9

IN 1923 the Herald-Traveler carried thousands of lines more national display advertising of miscellaneous articles than any other Boston newspaper. Last year the Herald-Traveler's volume of this class of advertising was almost double that carried by its nearest Boston competitor in the sixday field. Why?

The reason is found in the Herald-Traveler's exceptional pulling power. Daily the Herald-Traveler reaches the most responsive section of the Boston market. The advertiser of specialties knows that his message in the Herald-Traveler brings immediate and satisfying returns. The advertisers of other miscellaneous products recognize the fact that Herald-Traveler readers respond, profitably, to the mere appeal of the printed word.

If you seek quick action for your Boston campaign, by all means include the Herald-Traveler in your schedule. No other Boston newspaper covers the field reached by the Herald-Traveler. No other Boston newspaper offers you so important a market.

"Business Boston" and "Mistress Boston Goes to School" are two valuable booklets that explain the Boston advertising situation in detail. Both should be in the hands of every thoughtful advertiser. Both will be sent you, gratis, upon request on your business stationery.





The Nash story is that of a fighter rewarded for aggressive and progressive action that did not falter even when the motor industry faced depression.

The first full production year for Nash was 1918. That year 7,418 lines of Nash advertising appeared in The Chicago Tribune. Each following year surpassed the preceding one in the amount of Tribune lineage used. Every year has established a new record for Nash sales wherever the influence of The Tribune is felt.

51,926 agate lines of Nash advertising were used in The Tribune during 1923. This was an increase of 613% over 1918. Sales, in those five years, advanced more than 900% in Cook County, where the Sunday Tribune reaches 490,126 of the 647,487 families.

During the same period, a gain of 405.8% was realized for the entire Chicago Branch territory, which covers 109 counties in northern Illinois, eastern Iowa and northwestern Indiana.

From the start, The Chicago Tribune has been the principal medium used for advertising Nash cars in this territory, In millines, the only true measure of advertising, Nash Tribune advertising is more than double the total amount in the five other Chicago newspapers.

Nash has not been alone in recognizing this power. The Chicago Tribune carried 56% of the total millines of automobiles, truck and accessory advertising in Chicago newspapers in the past year—more than all the rest put together.

Whether the product you are selling comes within the scope of the automotive industry or not, this striking evidence of the buying power of America's greatest compact market and the selling power of its dominating advertising medium points to an exceptional opportunity for you.

The Tribune's 1924 BOOK OF FACTS on Markets and Merchandising is now ready and will be mailed free of charge to any selling organization requesting it on business stationery.

The Chicago Tribune